



2023 HEARING BUSINESS ALLIANCE SEMINAR

CONTINUING PROFESSIONAL DEVELOPMENT

ENDORSED CPD POINTS


AUDIOLOGY AUSTRALIA
CPD Points: 13.75
Approval Number:
CPD2223 071, Category 1.1

**AUSTRALIAN COLLEGE OF
AUDIOLOGY**
CEP Points: 14
Approval Number:
2023102

**HEARING AID AUDIOLOGY
SOCIETY OF AUSTRALIA**
CPED Points: 20.5
Approval Number:
CPED 2021-2023/ 2023-97

LEARNING OBJECTIVES

At the conclusion of the presentation delegates will be able to:

- Prescribe different hearing solutions to meet the unique needs of different clients.
 - Provide a treatment strategy for people with hearing difficulty but no hearing loss.
 - Describe to clients the benefits that different hearing technologies may provide.
- 'Future Trends in Hearing Healthcare'***
Dr Brent Edwards, Director, National Acoustics Laborator
- Describe three ways to enhance the patient experience with healthable features and intelligent assistant tools.
 - Discuss how Starkey Sound™ leads to effortless hearing for your patients.
 - Identify connectivity features designed to make phone calls and phone connectivity more effortless.
- 'Evolving into Effortless: Starkey's Next Generation of Hearing'***
Dr Judy Grobstein, Manager of Education and Audiology, Starkey
- Understand the key reasons behind the non-adoption of hearing aids by the hearing impaired.
 - Know how Signia's consumer-centric range of hearing aids is meeting the needs of the hearing impaired and addressing potential barriers for non-adoption.
- 'How Signia Technology is Driving Consumer Hearing Aid Uptake'***
Phung La, Business Manager Independents, Signia
- Understand future predictors for the Hearing Care Industry.
 - Know how Widex can provide confidence, reassurance, and reliability in its person-centred technology.
 - Discover how the latest developments in Widex AI enable clients to take control of their hearing journey, while charging HCPs with powerful information for a more tailored consultation.
- 'Future-proofing Independent Audiology'***
Geraldine Todd, Director of Sales ANZ, Widex
- Understand some of the key drivers for impacting gross margins within independent audiology clinics.
 - Implement sustainable solutions with the support of GN to address margin improvement opportunities.
 - Know the connections between improving product mix, patient satisfaction and clinic margins.
 - Understand the benefits of the latest premium technology from Beltone.
- 'Improving Clinic Margins in Challenging Times'***
Paul Jones, Head of Sales, Australia, NZ, Singapore, and Malaysia, GN Hearing
- Understand the role and contribution of small business providers within the hearing health sector.
 - Understand the advocacy HBA provides towards ensuring a 'level playing field' for small business providers.
 - Appreciate the clinical services sometimes only delivered by small business providers within their local communities.
 - Be more aware of the projects occurring with Government and other stakeholders in the hearing health sector that can impact small business hearing providers and your clients.
- 'HBA 2022 Update'***
Jane MacDonald, CEO, Hearing Business Alliance
- Improve understanding of hearing services funding for veterans within the broader context of veterans' health and wellbeing.
 - Know the process for all Rehabilitation Appliances Program (RAP) services and non-RAP audiology requests sent to DVA.
- 'DVA Client Services and Your Business'***
Dr Jason Ridgway, Senior Allied Health Adviser, Health Branch,
Chief Health Officer Division, Department of Veterans' Affairs
- Identify SPAM, ransomware, and common cyber based fraud attempts, including phishing and other scams.
 - Know how to protect your IT environment, and what good IT looks like.
 - Understand what the Optus and Medibank breaches mean for your clinic.
 - Identify useful digital consent processes that can assist your business.
- 'Digital Consent and Cybersecurity for Small Business'***
Scott Jefferis, CEO, Revolve IT
- Optimise and create a powerful personal profile.
 - Strategically grow your network.
 - Find prospects using advanced search techniques.
 - Generate leads and sell socially.
 - Become a thought leader.
 - Create a dynamic LinkedIn company page.
- 'LinkedIn Masterclass for Business Growth'***
Lucy Bingle, CEO, Lucy Bingle Pty. Ltd.
- Observe and reflect on your clients' experiences of your business and your role in serving them.
 - Identify key strategies implemented to build your business's unique selling point.
 - Understand what puts your business in front of device-focussed retail models.
- 'I Don't Want to be Just Some Punter who's Walked through the Door':
A Thriving Business is One That is Centred on People'***
Dr Caitlin Barr, CEO, Soundfair
- Identify key responsibilities of the administration of the Hearing Services Program by the Dept. of Health and Aged Care.
 - Understand that the department is only responsible for ensuring that contracted service providers deliver services to clients in accordance with the contract and relevant legislation.
 - Understand updated Australian Government policies and programs relevant to hearing service providers, including updates on the Hearing Services Program.
- 'An Update from the Hearing Services Program'***
Chris Carlile, Assistant Secretary, Hearing Services & Chronic Conditions Branch,
Department of Health and Aged Care
- Understand changes to the HSP and impacts these will have on contracted service providers.
 - Know the future plans for the HSP website and portal.
 - Know the answers to 'HSP Claiming' questions.
- 'HSP Discussion & Q&A Session'***
Gabriela Luksza, Director, Hearing Policy and Compliance,
& Rob Aked, Director, Hearing Voucher Operations,
Hearing Services & Chronic Conditions Branch,
Department of Health and Aged Care
- Understand how hearing aid insurance impacts client care.
 - Know what hearing aid coverage/protection options are available to clients.
 - Help clients make educated decisions about their hearing aid cover/protection.
 - Equip yourself / your business with the tools to meet the changes happening in the insurance industry.
- 'The Changing Landscape of Insurance in the Hearing Industry'***
Kevin Brown and Benjamin Singline, CEOs, HearSure Pty Ltd
- Create brand differentiation in your business, having confidence that Beltone won't be available in every channel, reducing competition with the chains.
 - Build brand loyalty with your customers.
- Dinner Presentation, 'The Independent Channel in Australia'***
Andreas Anderhov, General Manager ANZ, GN Hearing
- Recognise the market changes during 2022 and how they might impact the industry and your business.
 - Understand how HBA has worked to ensure that small business is represented to all government and non-government stakeholders.
 - See how HBA is strategically planning for the future of the organisation, including its business continuity plan.
 - Understand the short and long-term strategic business plans that ensure that HBA grows and remains an effective peak business body for small, hearing health sector businesses.
- 'The Independent Sector & HBA's Strategic Direction'***
Stephen Logan, Business Manager, Hearing Business Alliance
- Clarify the challenges you need to overcome.
 - Understand how to embrace change and focus on what you can control.
 - Define your product / service mix, marketing plan and HR needs.
 - Determine key finance, budget and pricing requirements.
 - Define the planning you should undertake to not only get back to business but to make it through future disruptions with minimal impact to your business.
- 'Business Continuity Planning'***
Katie Bryan, Founder & CEO, Propeller Advisory
- Understand your HR obligations
 - Identify Modern Awards and Classifications.
 - Appreciate the cost of getting this wrong.
 - Know what you can do about it.
- 'HR Compliance - Actions to Minimise Business Risk'***
Natasha Hawker, Managing Director, Employee Matters.
- Understand obligations under modern awards when implementing workplace change.
 - Implement practical tools to manage change.
 - Understand the redundancy process.
- 'Understanding Your Legal Responsibilities'***
Corrina Dowling, Principal Lawyer, Barry Nilssen Lawyers
- Understand how and why consumer behaviour has changed post-pandemic.
 - Recognise how to continue to navigate through this change.
 - Know the tools to implement / re-activate the marketing flywheel methodology.
 - Understand how to connect and reconnect with target audiences once again.
- 'Consumer Behaviour Post-Pandemic'***
Katherine Toates, Marketing Director, The Marketing Department
- Understand the imperative of client-centred care when tailoring hearing rehabilitation solutions to your clients.
 - Recognise how to consider family-centred care and the possible improvements available to enhance communication with clients' significant communication partners.
 - Maximise the 'Positive Experience Periods' for clients during their trial period of hearing devices as part of their aural rehabilitation.
- 'Audiology Ethical Business Practice'***
Oliver von Borstel, CEO, Masters of Business Development


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