



How delegates enhanced their business and professional skills at our February 2024 Business Seminar

CONTINUING PROFESSIONAL DEVELOPMENT POINTS EARNED



AUDIOLOGY AUSTRALIA

CPD Points: 15.5

Workshops are also eligible for
non-endorsed CPD points

Approval No:
CPD2324 064, Category 1.1



AUSTRALIAN COLLEGE OF
AUDIOLOGY

CEP Points: 16

Plus 3 points for the
optional workshops

Approval No:
2023158



HEARING AID AUDIOLOGY
SOCIETY OF AUSTRALIA

CPED Points: 23

Plus 2.25 points
for the optional workshops

Approval No:
CPED 2023-2025/2023-025

AT THE END OF EACH PRESENTATION, DELEGATES WERE ABLE TO:

DAY 1

- Benefit from the hands-on guidance in an exclusive and comprehensive workshop.
- Develop cerumen management skills using the VorOtek O-Scope.
- Learn practical tips for client assessment and consent, and techniques, equipment, and precautions.

Workshop: VorOtek Cerumen Management - Charles Vorath and Chris Harris

- Understand the role and contribution of small business providers within the hearing health sector.
- Appreciate the clinical services sometimes delivered only by independent clinics within local communities.
- Realize the advocacy Hearing Business Alliance provides to ensure a 'level playing field'.
- Learn more about how government and other stakeholders' hearing health projects can impact small businesses and our clients.

HBA Business Update: Activities and Outcomes - Jane MacDonald and Stephen Logan

- Explain how invoicing can demonstrate value.
- Evaluate the patient experience in your clinic.
- Specify why best practices are critical for defining your value to patients.
- List three different ways you can increase the perception of value in your clinic.

Creating "Massive Value" in your Business - Dr Cliff Olson, AuD

- Understand technical aspects, functions and applications of gold standard verification tools, and correctly interpret and analyse data.
- Grasp the critical role of adherence to industry standards and best practices, and assess the return on investment.
- Ensure accurate and optimal hearing aid settings, and detail their reliability and effectiveness to ensure precise adjustments.

Improving Patient Outcomes with Gold Standard Hearing Aid Verification - Tony McGeough

- Prescribe different hearing solutions to meet the unique needs of different clients.
- Plan for how AI will affect hearing healthcare services.
- Describe to clients how hearing loss and hearing aids are related to cognitive health.

Global Audiology Update and Trends - Dr Brent Edwards, PhD

- Understand what Hybrid Technology is and what it entails.
- Recognise the advances made with the Alpha XT 9/7/5 technology.
- Appreciate the research for the Alpha Platform and its significant differences from previous platforms.

Bernafox Alpha and Alpha XT: Hybrid Technology - Rebecca Wood

- Understand the role of the Ethics Officer, the operations of the Ethics Review Committees, and know who to contact.
- Have a better understanding of the complaints handling process and learn common audiology trends and requests for information
- Know where to access 'Guidance for Practitioners' information and topics covered.
- Learn how to make a complaint or support a client to make a complaint.

The Ethics Review Committee and your Business, and Q&A - Clair Hewat

- Understand the Dept. of Health and Aged Care's key responsibilities for administration of the Hearing Services Program.
- See that the Dept. is responsible only for ensuring contracted providers deliver clients' services IAW the contract and the legislation.
- Identify updated Australian Government policies and programs and keep abreast of the 2024 Improvement Consultations.
- Understand the HSP website and portal, and claiming operations.

Hearing Services Program Update, and Q&A - Chris Carlile, Gabriela Luksza and Rob Aked

- Learn how the new Bluetooth® standards will drive development of new devices, opening up new possibilities for all hearing health.
- Appreciate that supporting products are now coming onto the market.
- Discover how the new standard works to enable new possibilities for assistive listening in public spaces.

Broadcast Audio, The Next Generation of Assistive Listening in Public Spaces - Chuck Sabin

- Develop strategies for AI integration in hearing health practice.
- Communicate to clients the role of AI in modern hearing aids.
- Explain different ways in which AI can assist both hearing care practitioners and people with hearing loss.

Current AI Research in Audiology and its Application to Small Business - Dr Jorge Mejia PhD

- Learn about the business context of AI evolution, from basic automation to advanced AI, and its relevance to hearing care businesses.
- Discover how AI can be effectively used for audiology clinical note-taking, generating reports, and enhancing client empowerment
- Gain insights into the challenges of navigating and implementing AI in a setting with limited technological expertise.
- See how AI can improve clinical practices and clinicians' self-evaluation and skills, and enhance client experiences.

Audiology Case Study: Harnessing AI in Your Business - Christo Fourie

- Consider how the use of AI might be applied in independent audiology businesses.
- Reflect on whether AI can assist hearing care professionals to help their clients achieve better clinical outcomes.
- Understand how AI can support small businesses to optimise efficiency.

**How AI Can Assist Small Business to Achieve Better Business and Client Outcomes -
Panel Discussion: Dr Brent Edwards, PhD, Dr Cliff Olson, AuD, Christo Fourie and Lizette Fourie**

DAY 2

- List the four different DiSC personality profiles.
- Define cognitive bias.
- Identify your DiSC personality profile.

How to Communicate Effectively with Anyone - Dr Cliff Olson, AuD

- Identify the new features of the Genesis AI Neuro Sound Technology.
- Describe the way Starkey has enhanced quality, design and durability with Genesis AI technology for all day wear.
- Discuss enhancements available with new Starkey Pro Fit programming software and the My Starkey mobile App.

Genesis AI - All New Everything - Steven Le

- Increase empathy and understanding of how hearing care professionals can best work with clients to achieve better hearing health.
- Appreciate the leadership role and contributions of independent audiology businesses within the hearing health sector.
- Recognise the entrepreneurial approach to service delivery within independent audiology practices.

Leadership in Audiology - Sandra Bellekom

- Understand the importance of learning, skill enhancement and personal growth within independent audiology businesses.
- Recognise the role of personal development to drive innovation, adaptability, and overall success in a small business environment.
- Know that ongoing professional development does not only relate to CPD points for HSP requirements.

Continual Personal Development in Business - Jacine Greenwood

- Understand claims made policies, notification obligations, and how they impact indemnity in the event of a claim.
- Recognise the key differences in professional indemnity policies.
- House-keep an insurance policy: know how to review its basics, and how indemnity may be impacted if a policy is left unchecked.
- Interpret various insurance products, their intentions, and know what to look for.

Risk & Insurance: Industry Insight to Mitigate your Exposure - Stacey Tonkin

- Understand the key drivers of a hearing aid purchase, and what to focus on as an independent business owner.
- Identify the most important strategies to set your independent clinic apart in the market.

Customer Magnetism: Unveiling the Secrets of Brand Attraction and Customer Segmentation - Phung La



- See the importance of independent business owners' continuous adaptation and expansion in a sector ripe for innovation and growth.
- Communicate the challenges experienced in the provision of clinical audiology services to clients.
- Help identify areas of support which can be provided by a small business body in the hearing health sector.

Hearing Industry - Small Business Pulse - Stephen Logan

- Explain what Best Practices are.
- List three ways that Best Practice audiology care improves patient outcomes.
- List the steps to becoming a HearingUp member through HBA.

The 'HearingUp Network': The Business Opportunity for Independent Small Businesses - Dr Cliff Olson, AuD

- Create brand differentiation, with confidence that Beltone will not be available in every channel, reducing competition with the chains.
- Build brand loyalty with your customers.
- Understand the OneGN Strategy.

The Independent Channel in Australia - Paul Jones

DAY 3

- Explore the nuances of digital literacy, the challenging assumptions of age; recognize its impact on recommendations for health apps.
- Understand the perceived barriers and facilitators to the adoption of apps, and gain actionable insights to overcome challenges.
- Develop skills to strategically recommend and integrate health apps into audiology services to enhance patient care.

Enhancing Audiology Practice: Navigating the Digital Frontier - Dr Bec Bennett PhD

- Understand the current hearing aid market by channel and advantages of key players.
- Know how to maximise your advantage as an independent clinic.

Navigating Success: Unveiling the Retail Brand Funnel to Maximise the Success of your Independent Business - Sam Whiteley

- Realize your day-to-day human resources' responsibilities as an employer.
- Learn about your obligations under recent changes to the Fair Work Act.
- Understand the risks that non-compliance with the recently-updated Act can have on small businesses.

2023 HR Compliance Requirements Update and the Risks for your Business - Jade Meredith

- List the different pricing techniques.
- Explain why higher pricing influences a patient's perception of your value.
- List the 4-step process that leads to higher call conversions.

Why Pricing Matters and Converting All Calls to Appointments - Dr Cliff Olson, AuD

- Learn the elements and comprehensive benefits for HearingUp Network providers.
- Realize how commitment to a higher standard of care positively distinguishes small businesses from the rest of the market.

Workshop: The HearingUp Network - Dr Cliff Olson, AuD