

ASHA 2009 Audiology Economic Impact Survey

Introduction. A Web-based survey was fielded on April 28, 2009 to 3,811 to a random sample of ASHA-certified audiology members. The purpose of the survey was to understand how the current economy is impacting ASHA members, and to look for ways to better serve the membership. A follow-up reminder was mailed to non-respondents on May 5. A total of 351 individuals completed the survey for a 9.4% response rate (out of 3,738, less 192 individuals who had opted out and 77 undeliverable survey invitations). Open-ended responses appear unedited.

1. What is your current employment status? (Check one.)

Response	Percent	Number
Employed full-time in profession/discipline	79%	277
Employed part-time in profession/discipline	13%	44
Employed full- or part-time outside of the profession/discipline	1%	5
Not employed and seeking employment [<i>Skip to Q 7</i>]	4%	13
Not employed and <u>not</u> seeking employment [<i>Skip to Q 7</i>]	1%	3
On leave of absence [<i>Skip to Q 7</i>]	0%	0
Retired/volunteer [<i>Skip to Q 7</i>]	2%	7

2. What is your current primary employment setting? (Check one.)

Response	Percent	Number
Hospital	19%	63
Residential health care facility (skilled nursing facility, etc.)	1%	4
Nonresidential health care facility (clinic, physician's office, etc.)	21%	70
Private practice [<i>Go to Q 3. All others skip to Q 4.</i>]	23%	75
Industry	4%	13
College/university	12%	39
School	13%	43
Other (see below)	6%	20

- Association
- Cochlear implant center
- Company that does infant hearing screens in several hospitals
- Consultant, Social Security, Disability Insurance
- Early intervention program
- Government
- Government /VA
- Government agency
- Government--inspect health facilities
- I manage a Costco Hearing Aid Center
- I work both hospital and an ENT and have just started private practice
- Manufactures work shop specialist
- Non profit organization
- Non-profit research Facility
- PhD student
- Professional association
- Provincial audiology program manager in Canada
- Public health
- Research facility
- State government

3. Which of the following best describes your private practice employment? (Check all that apply.)

Response	Percent	Number
Self-employed in a private practice	76%	57
Employed in a private practice owned by other audiologists	13%	10
Employed in a private practice owned by non-audiologists	11%	8

4. What is your current primary employment function? (Check one.)

Response	Percent	Number
Clinical service provider	61%	198
Clinical faculty	5%	17
Academic faculty	8%	25
Researcher	3%	8
Student	1%	2
Consultant	5%	15
Administrator/owner	11%	35
Other (see below)	8%	25

- 1st, 4th, 6th,7th of the above
- 50% service/50% academic
- Account manager – sales
- Administrator/owner/clinical service provider
- Course developer
- Direct service provider/consultant
- Educational audiologist (3 responses)
- EHDI Program Director
- Health facility inspector
- I work with deaf children with cochlear implants doing Auditory Support as well as working with their implant "clinically"
- Manager
- Outreach/Awareness Manager for Cochlear Americas
- Owner and clinician
- Owner/audiologist/service provider/janitor
- Post-doctoral research associate
- Product management
- Program manager 6 hospitals
- Sales
- Service Chief/Clinical Provider
- SLP/Aud at Elementary School
- Technical support
- Trainer

5. Have you made plans to reduce your professional spending in 2009 (purchasing equipment or supplies, participating in continuing education activities/programs, attending meetings, etc.)?

Response	Percent	Number
By a little	41%	133
By a lot	24%	77
Not at all	25%	82
Do not know	10%	34

6. Has your employer made plans to reduce spending in 2009?

Response	Percent	Number
By a little	30%	96
By a lot	43%	139
Not at all	10%	33
Do not know	17%	55
Not employed	30%	96

7. How have current economic conditions impacted the number of audiologist positions in your work setting in 2008 and in 2009? (Check all that apply.)

Response	Percent	Number
We reduced the number of positions in 2008.	6%	19
We increased the number of positions in 2008.	8%	27
We plan to reduce the number of positions in 2009.	6%	19
We plan to increase the number of positions in 2009.	7%	22
We have not made any reductions, but are not filling open positions.	19%	61
We have made no significant changes to the number of positions.	53%	171
Do not know	7%	23

8. During the past 12 months, have you experienced any of the following *undesired* changes in your employment situation? (Check all that apply.)

Response	Percent	Number
Reduction in the number of hearing aids sold	41%	114
Reduction in margins from hearing aid sales	23%	64
Increase in non-billable time for audiology services	24%	66
Job loss/layoff	8%	23
Involuntary reduction in work hours	10%	28
Involuntary increase in work hours	10%	27
Reduction in salary or benefits (without change in hours)	25%	71
Conversion from salaried to hourly or PRN pay	1%	2
Increase in the number of sites served	9%	25
Decrease in the number of sites served	7%	18
Reduction in caseload/workload/productivity	18%	50
Increase in caseload/workload/productivity	23%	65
Replacement by support personnel	3%	9
Change in employment facility	4%	11
Employment facility was closed	2%	5
Other (see Appendix)	14%	39

9. ASHA wants to make sure we are providing you with useful resources during these challenging economic times. Please review the following list and indicate the value that you place on each product/service. (n=323)

Response	Not at all valuable	Not very valuable	Somewhat valuable	Very valuable	Do not know/ no opinion
Products to help you market your services (<i>Guide to Successful Private Practice in Audiology, etc.</i>)	16%	17%	25%	11%	30%
Resources and advocacy tools that help better explain the profession to consumers/patients	7%	10%	37%	34%	13%
Tools to help you personalize your outreach (such as stationery or business cards)	23%	22%	21%	12%	22%
Patient diagnostic or assessment tools (discounts of 10% off publisher list price, etc.)	13%	16%	35%	18%	18%
Resources to help you manage your career (information about switching to practice in a different setting, etc.)	15%	23%	26%	14%	22%
Tools to help improve your billing practices (CEU program on Medicare Enrollment and Compliance for Private Practice, etc.)	12%	10%	24%	31%	23%
Materials you can market to patients (brochures, DVDs, etc.)	13%	13%	36%	21%	18%
Stress management resources	15%	20%	30%	11%	24%
Opportunities to share experiences with colleagues regarding current situations/strategies (Member Forum, Face-book site, Division List-servs, etc.)	11%	19%	34%	16%	21%

10. Please indicate your interest in reading/learning more about each of the following topics through ASHA's communication vehicles (*The ASHA Leader, Web site, etc.*). (n=329)

Response	Not at all interested	Not very interested	Somewhat interested	Very interested	Do not know/ no opinion
Information about the stimulus package and its effect on members	8%	8%	45%	36%	3%
Member stories about successfully coping with the recession	10%	20%	47%	20%	3%
Reports about the impact of the recession on members	9%	14%	42%	32%	3%

11. We are currently working on a wide range of new audiology content for ASHA's 2009 Convention in New Orleans in November. Whether or not you plan to attend, we would appreciate your thoughts and ideas about sessions that would be of greatest interest to you. Please review the following list and indicate your interest in each of the following subject areas. (n=326)

Response	Not at all interested	Not very interested	Somewhat interested	Very interested	Do not know/ no opinion
Audiology business practices and management	14%	18%	31%	34%	4%
Auditory processing	12%	22%	38%	28%	1%
Clinical education	6%	22%	39%	30%	4%
Cochlear implants	3%	20%	42%	34%	1%
Early hearing detection and intervention	4%	16%	33%	45%	1%
Educational audiology	8%	28%	33%	29%	2%
Evidence-based practice	4%	12%	36%	47%	1%
Genetics of hearing loss	1%	8%	39%	50%	2%
Hearing aid technology	3%	9%	28%	59%	2%
Industrial audiology and hearing conservation	11%	27%	39%	22%	1%
Multicultural issues	19%	29%	40%	11%	1%
Reimbursement and coding	15%	14%	27%	41%	3%
Vestibular disorders and treatment	13%	20%	32%	33%	2%

12. Which of the following statements best describes your personal prediction about the economy in 2009? (Check one.)

Response	Percent	Number
The economy probably will <u>get worse</u> before it gets better, but my job/practice <u>is not</u> likely to be significantly impacted.	31%	101
The economy probably will <u>get worse</u> before it gets better and my job/practice <u>is</u> likely to be significantly impacted.	25%	81
The economy probably will <u>start to improve</u> by year end and my job/practice <u>is not</u> likely to be significantly impacted.	28%	92
The economy probably will <u>start to improve</u> by year end, but my job/practice <u>is</u> likely to be significantly impacted.	11%	36
I have no opinion.	5%	17