TROUBLED WATERS

FOCUS ON THE DEVICE

PROFESSIONALS
- Lack of transparency (billing services)
- Not practicing full scope of the profession
  (no AR)
- Giving away services (free hearing tests)
  - it is all about the device

GOVERNMENT
- IOM/CAST
  - Experts outside of the field buying into the myth:
    - all about the device
  - ‘just like readers’
  - Professional services are optional
  - Accessibility and Affordability

CONSUMERS
- OTC/Big Box
  - PSAPs
  - it is all about the device (all about cost)
  - ‘just like readers’
  - Don’t understand value of audiology professional services

CHANGES IN HEALTHCARE DELIVERY

- Integrated healthcare
- Medical groups buying out smaller practices (leaving audiology out as patients can purchase OTC)
- Quality reporting and outcomes
- If insurance does not cover, is it relevant?
- Why pay for an AuD when you can dispense hearing aids with a GED?

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