



# Strategic Plan

Status: **On Track**

## Goals & Objectives

1/1/2017 to 12/31/2018

January 2, 2017

Lending an EAR (Education/Advocacy/Resources) to Autonomous Practice

- On Track: Objective is on schedule
- High Risk: At risk, with a high risk of going off track
- At Risk: Milestones missed but date intact
- Off Track: Date will be missed if action not taken

<p>Conduct advocacy initiatives that serve ADA member interests and advance the profession of audiology.</p>	<ul style="list-style-type: none"> <li>● Conduct federal and state advocacy initiatives to protect audiology's scope of practice from encroachment by other professions and occupations.</li> <li>● Achieve professional parity with other clinical doctoring professions through LLP status (or equivalent) and direct access under Medicare and all public and private payers.</li> <li>● Petition the FDA to remove regulations that pose barriers to patient access to audiologists.</li> </ul>
<p>Develop resources and implement programs designed to promote ownership of the audiology profession through autonomous practice models.</p>	<ul style="list-style-type: none"> <li>● Explore the establishment or endorsement of a co-op, group purchasing organization (GPO) to leverage the lowest cost of goods for ADA members.</li> <li>● Develop practice financing resources for audiologists interested in private practice ownership.</li> <li>● Maintain investment in earVenture to deliver quality hearing aids at an ultra-competitive price to audiologists seeking to attract new patient segments and compete effectively in any environment.</li> <li>● Establish a professional home for audiologist's assistants with training resources and programming.</li> </ul>
<p>Develop resources designed to teach and promote best clinical and business practices.</p>	<ul style="list-style-type: none"> <li>● Participate as a partner the <i>Audiology Project</i> to create clinical guidelines and standards in audiology.</li> <li>● Create educational programming and resources that supports the 12 recommendations contained in the 2016 NASEM report.</li> <li>● Provide tools, education and resources to assist audiologists in successfully expanding their service portfolios and creating innovative, sustainable, profitable models of care.</li> </ul>
<p>Engage students and young professionals in programs and activities that foster entrepreneurship and preparation for autonomous practice.</p>	<ul style="list-style-type: none"> <li>● Expand the Student Academy of Doctors of Audiology.</li> <li>● Create early career special interest group.</li> <li>● Expand mentoring program to include resources for students interested in private practice ownership.</li> <li>● Increase awareness and participation in Student Business Plan competition.</li> </ul>
<p>Engage in advocacy and public relations efforts to raise awareness about hearing health care and audiology.</p>	<ul style="list-style-type: none"> <li>● Establish and foster relationships with agencies and organizations that can assist in raising awareness about hearing health issues and the importance of audiology.</li> <li>● Create a task force charged with developing resources for the Thinkaboutyouears.com website.</li> <li>● Create presentations and resources for audiologists to use to raise awareness within their communities.</li> <li>● Establish a volunteer network within states and regions to advance advocacy goals.</li> </ul>