## 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 |

### Conduct advocacy initiatives that serve ADA member interests and advance the profession of audiology.

- Conduct federal and state advocacy initiatives to protect audiology’s scope of practice from encroachment by other professions and occupations.
- Achieve professional parity with other clinical doctoring professions through LLP status (or equivalent) and direct access under Medicare and all public and private payers.
- Petition the FDA to remove regulations that pose barriers to patient access to audiologists.

### Develop resources and implement programs designed to promote ownership of the audiology profession through autonomous practice models.

- Explore the establishment or endorsement of a co-op, group purchasing organization (GPO) to leverage the lowest cost of goods for ADA members.
- Develop practice financing resources for audiologists interested in private practice ownership.
- 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.
- Establish a professional home for audiologist’s assistants with training resources and programming.

### Develop resources designed to teach and promote best clinical and business practices.

- Participate as a partner the Audiology Project to create clinical guidelines and standards in audiology.
- Create educational programming and resources that supports the 12 recommendations contained in the 2016 NASEM report.
- Provide tools, education and resources to assist audiologists in successfully expanding their service portfolios and creating innovative, sustainable, profitable models of care.

### Engage students and young professionals in programs and activities that foster entrepreneurship and preparation for autonomous practice.

- Expand the Student Academy of Doctors of Audiology.
- Create early career special interest group.
- Expand mentoring program to include resources for students interested in private practice ownership.
- Increase awareness and participation in Student Business Plan competition.

### Engage in advocacy and public relations efforts to raise awareness about hearing health care and audiology.

- Establish and foster relationships with agencies and organizations that can assist in raising awareness about hearing health issues and the importance of audiology.
- Create a task force charged with developing resources for the Thinkaboutyourears.com website.
- Create presentations and resources for audiologists to use to raise awareness within their communities.
- Establish a volunteer network within states and regions to advance advocacy goals.