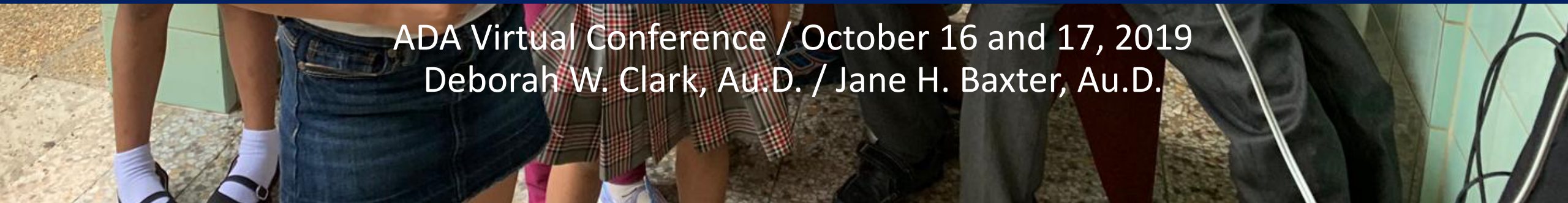




Incorporating Humanitarian Audiology into your Practice

ADA Virtual Conference / October 16 and 17, 2019
Deborah W. Clark, Au.D. / Jane H. Baxter, Au.D.





Agenda

- Best practices for everyone
- Local community outreach
- International humanitarianism
- Serendipity



Best practices for everyone

Was this why you became an audiologist?

- Doing 2 minute audiograms
- Make lots of money
- Make lots of money for other people
- Love of ear wax
- Fighting with third parties is your passion



...or was it navigating
a global pandemic?





At Pacific Hearing Service, we strive to improve the lives of our patients.

We are committed to expanding the world of our patients by enhancing their connections with their friends, colleagues, and loved ones.

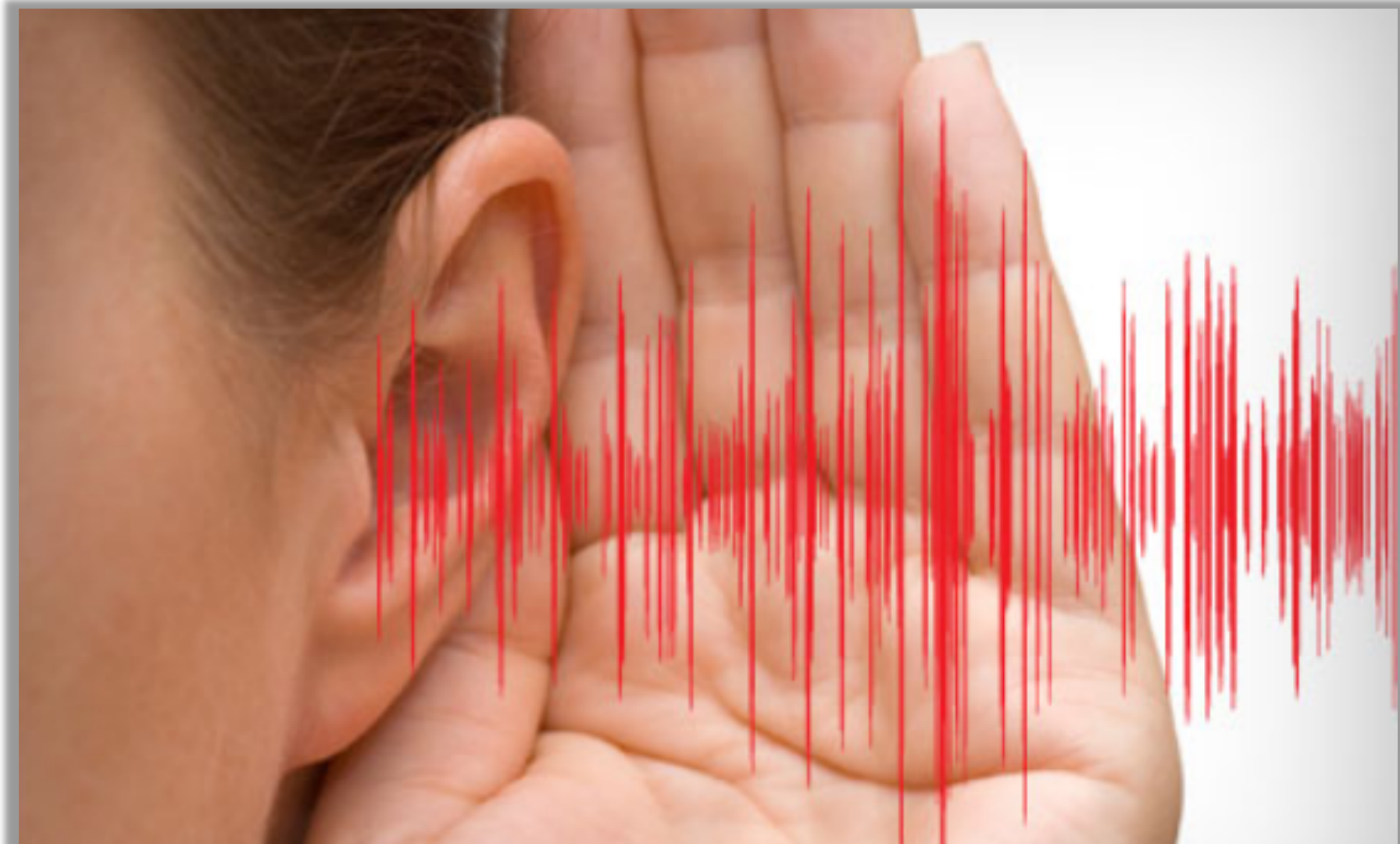


Providing the whole solution

- 20% comprehensive assessment and diagnosis
- 30% hearing aid technology
- 25% programming expertise of the audiologist or dispenser
- 15% education or rehabilitation
- 10% service and maintenance



The very best hearing aid on the market can be rendered useless if programmed wrong.



We believe the ability to hear is a human right, and it is our pleasure to provide quality hearing health care to any person in need.



Best practices: home and abroad

- KuduWave
- Real Ear Measures
- Earigator
- Creating our own ear molds



Local community outreach

Limitations of current resources

- 1.5 million Bay Area residents live in poverty
- Almost four in ten (36.4%) California state residents were living in or near poverty in 2017
- Many people fall through the cracks
- In an area with vast wealth many go without
- COVID-19 further limits resources and increases the need now and into the future

This is also what poverty looks like



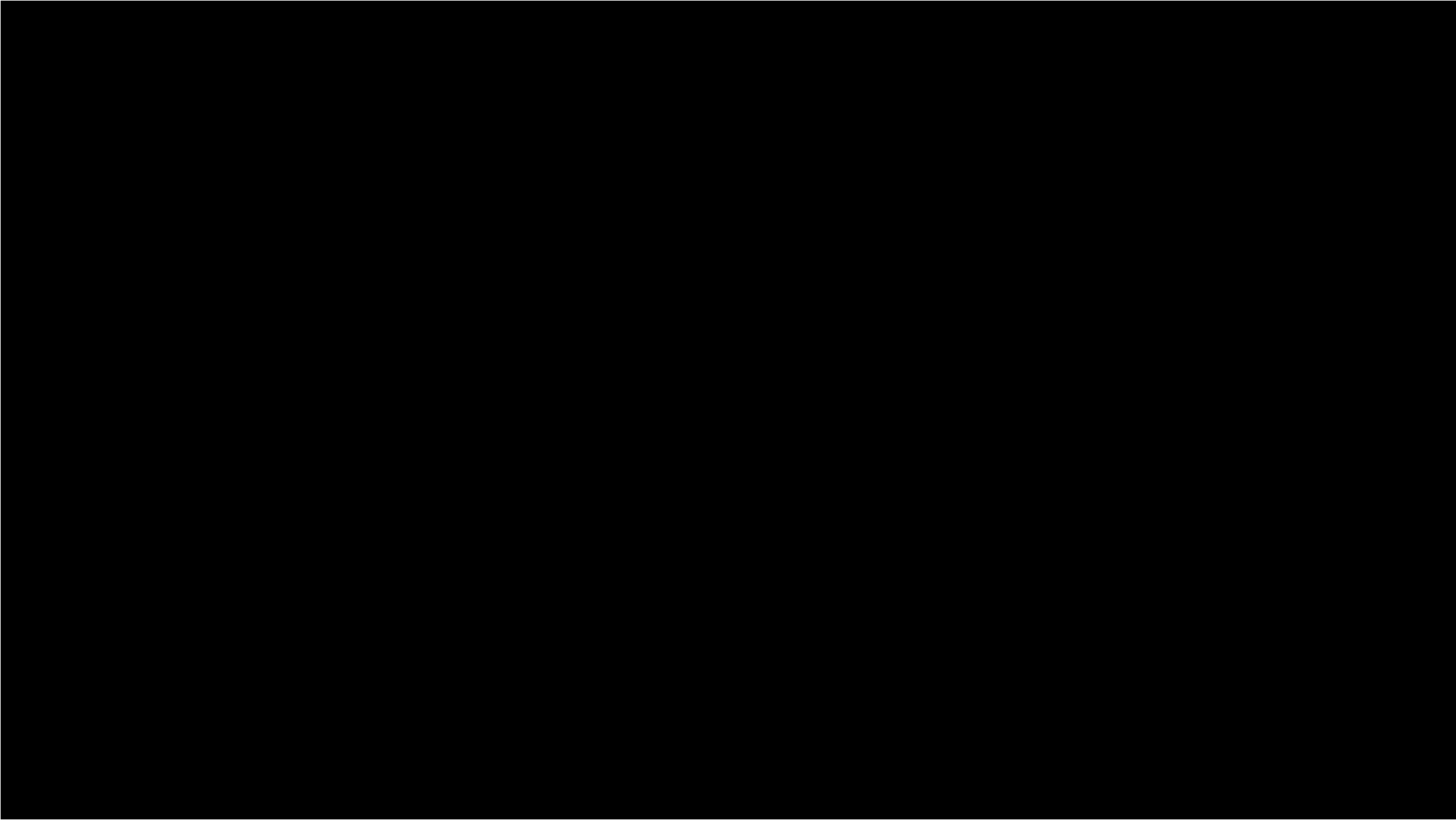
When money is an issue, we can help



Providing hearing healthcare to
the under-served and
under-insured community of
Northern California.

RECEIVE CARE

www.PacificHearingConnection.org

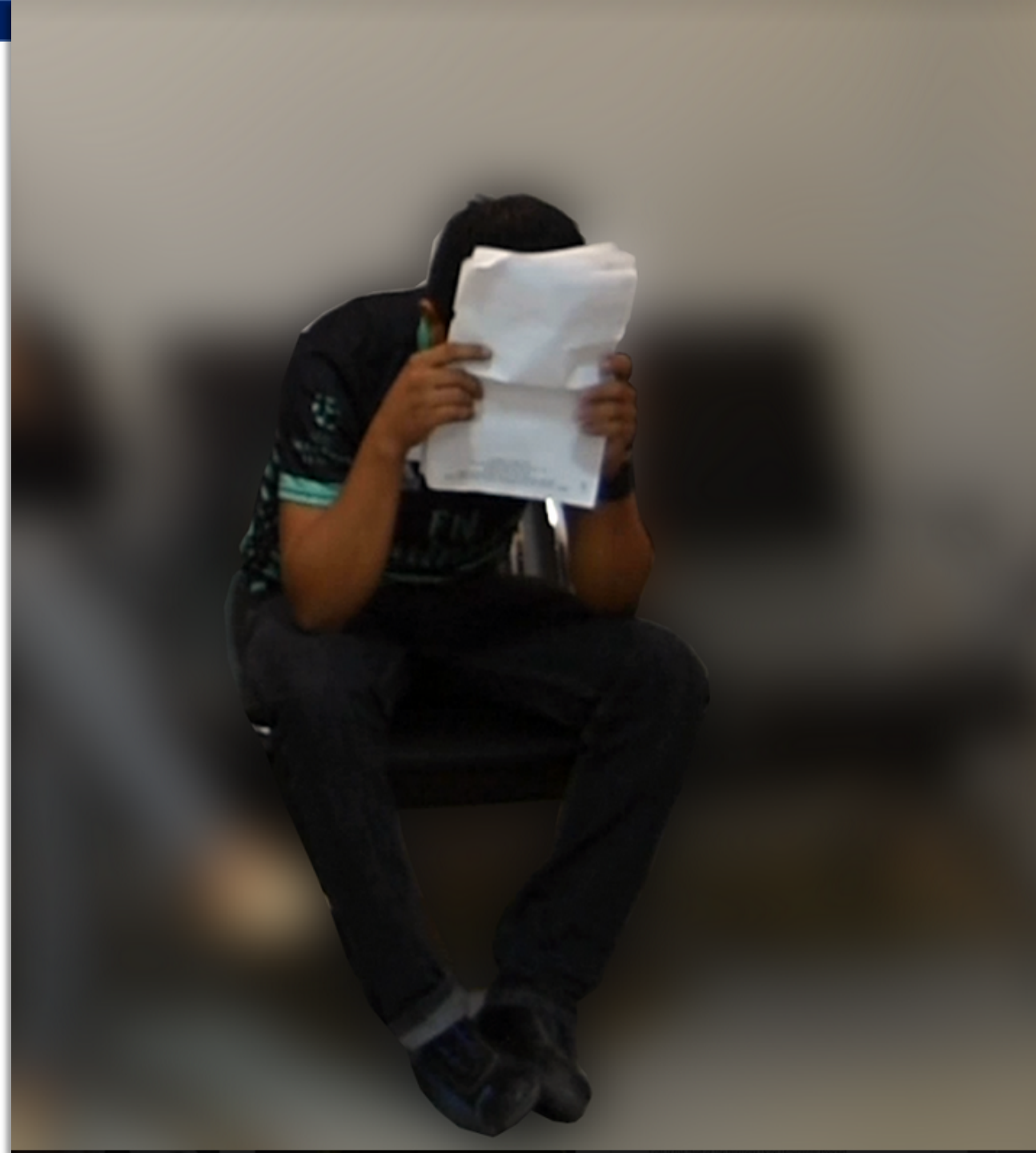


International humanitarianism

The need is great

In the United States, untreated hearing loss leads to isolation, depression, and lower earning potential.

In many other countries it can lead to ostracization, little or no education, and physical abuse.

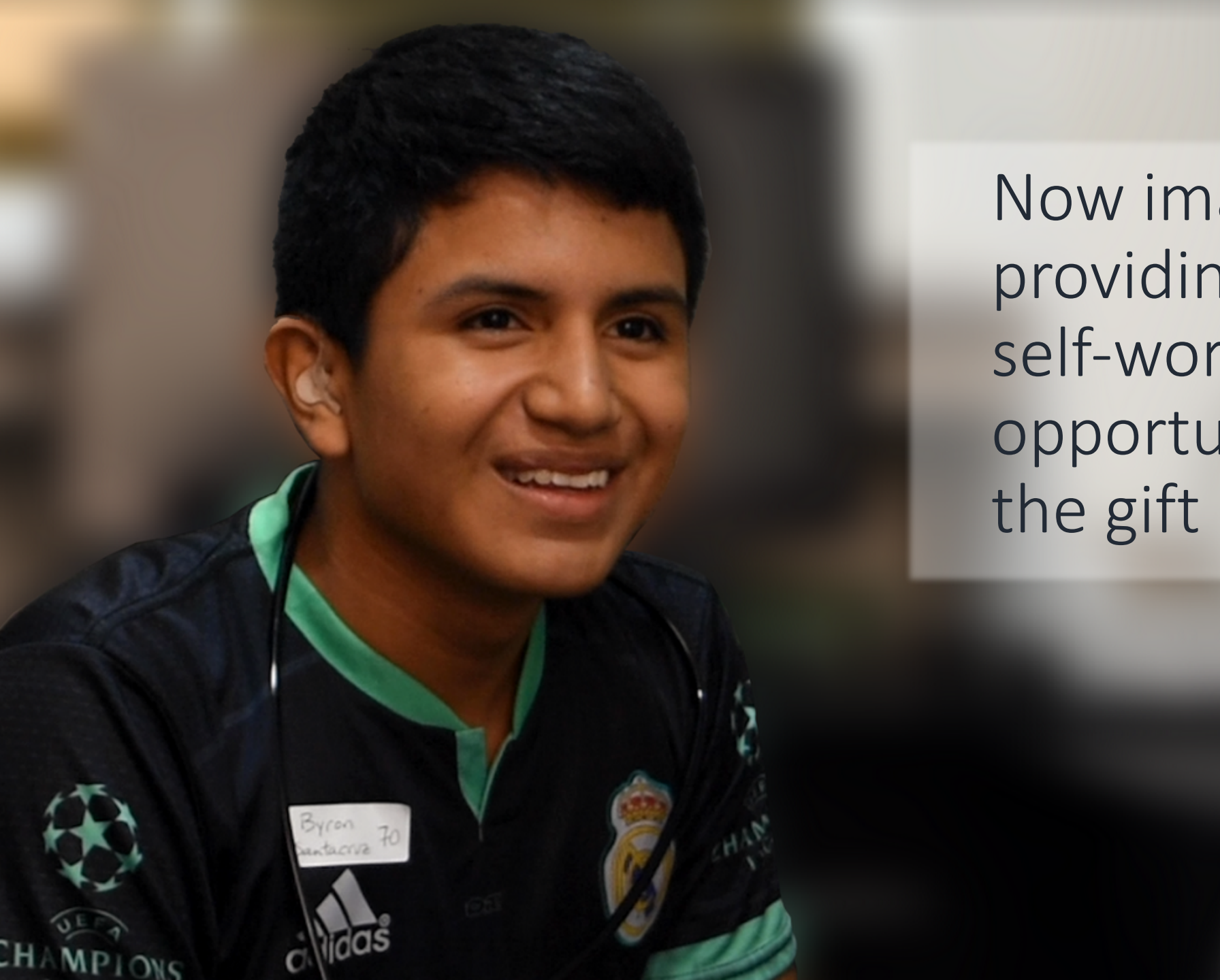


Imagine...

- Endless disconnect – hearing in a bubble of mumbling, static, or silence.
- Ostracization because you cannot hear.
- Being prohibited from entering school.
- Feeling worthless.
- Labeled as being cursed by your community.
- Isolation from family without opportunity to build relationships.
- Being thrown away.

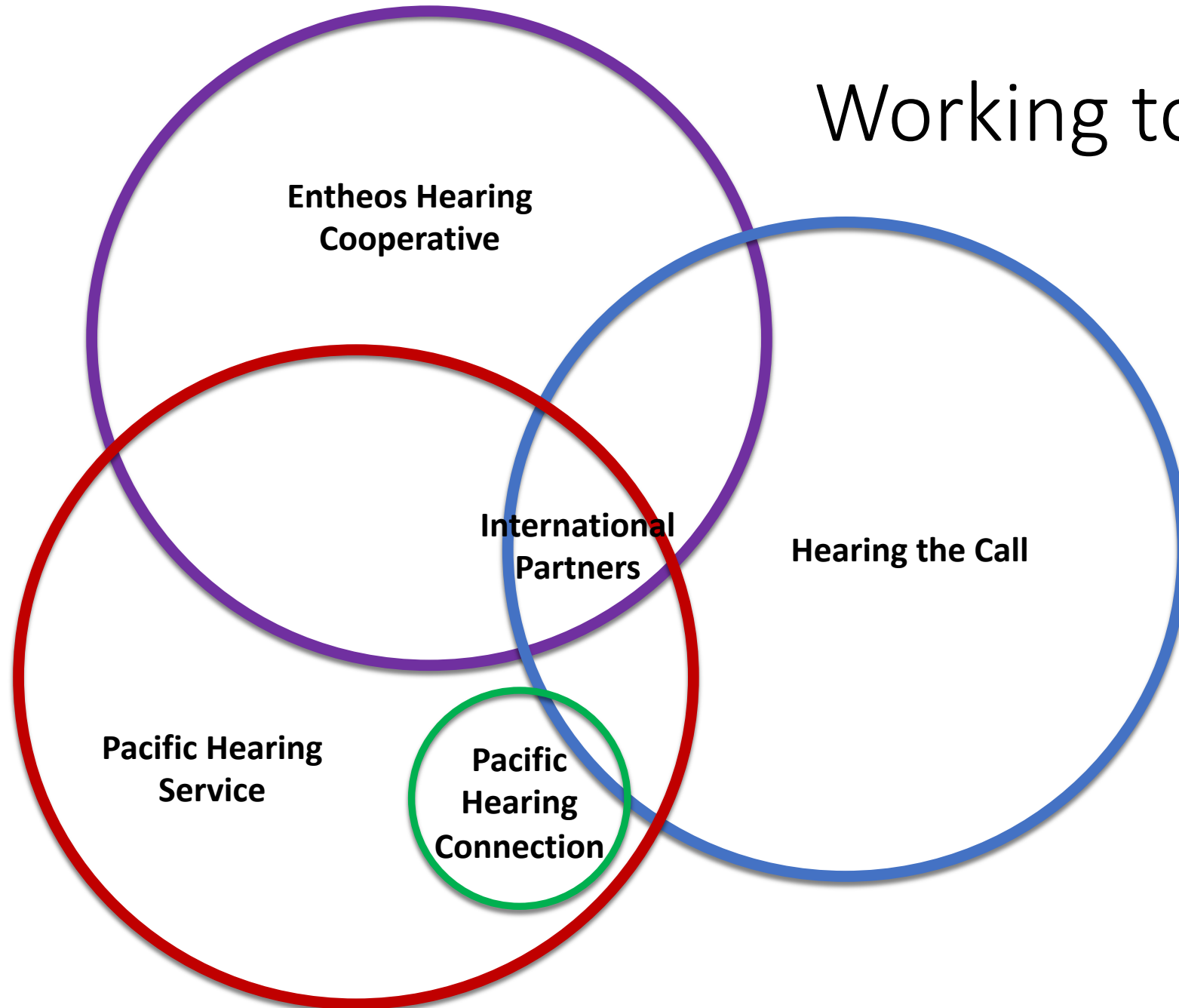
Imagine having no access to hearing healthcare.

This is the case for 466 million people worldwide – of which 34 million are children.



Now imagine
providing dignity,
self-worth, and
opportunity through
the gift of hearing.

Working together



Hearing Smiles in Jordan, Zambia, and Guatemala



Where in the world?



A shout-out to
our partners



Woodland Public Charity



SAMS Foundation





Humanitarian philosophy

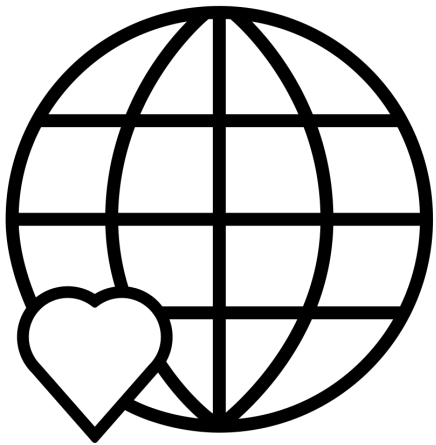
Relief

Development

Empowerment

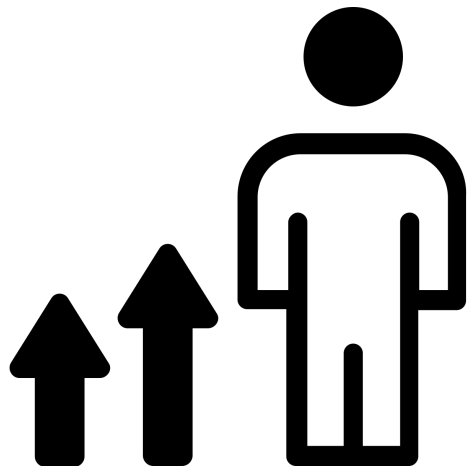
Humanitarian philosophy

- Relief
- Development
- Empowerment



Humanitarian philosophy

- Relief
- Development
- Empowerment



Humanitarian philosophy

- Relief
- Development
- Empowerment



Hearing the Call





Hearing the Call Student Initiative

The future of audiology lies with our students. Our goal is to inspire students of audiology with opportunities to learn from seasoned practitioners and give back to the world.

Our students in Guatemala: A trip of a lifetime





HEARING THE CALL



How do you know
if you want to take the next step?

You are a humanitarian audiologist if:
You like working
without electricity



You are a humanitarian audiologist if:
You love hugs and blessings



You are a humanitarian audiologist if:
You love unique modes of travel



You are a humanitarian audiologist if:
You find surprises in ears



You are a humanitarian audiologist if:
You love trying new foods



Serendipity



Definition

Serendipity *noun*

The occurrence and development of events by chance in a happy or beneficial way.

(www.lexico.com)



Art Initiative

From an invitation to help bring art to children waiting for hearing services to calendar of shows across the U.S. before COVID-19.



Let us Play

Taj Jukdar

Age 13

Zaatari Camp

Don't arrest us

Let us play

Live and Love.

*Always I remember my
friends killed by war.*



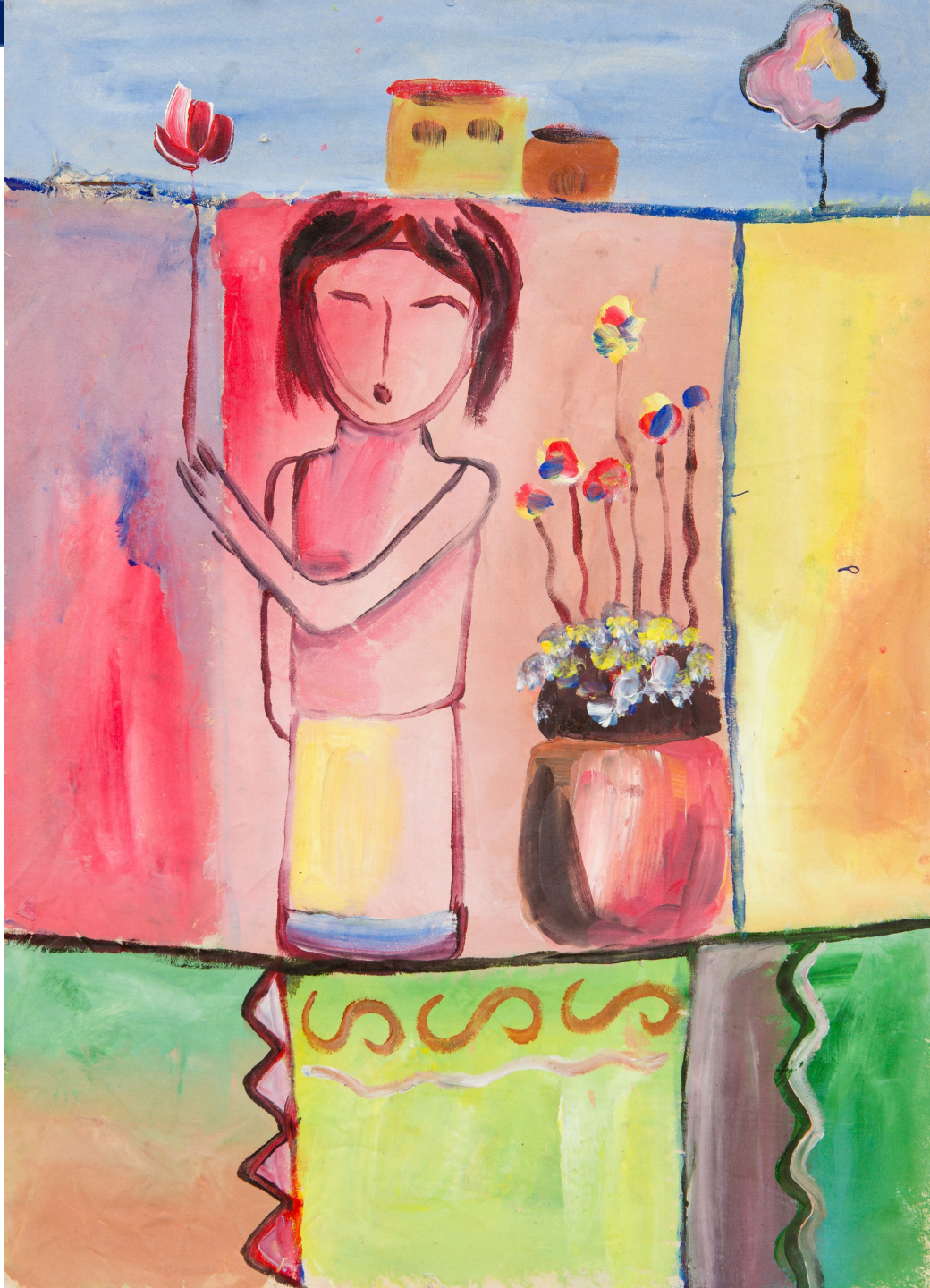
Like Birds

Abdullah Almisri

Age 13

Zaatari Camp

*Homeland we were forced
to migrate,
but we shall come back
like birds.*



My Dream

Suleiman Alamari

Age 11

Zaatari Camp

*I had many dreams.
Now I have only one
dream.
I dream of living in
peace.*



Sisters

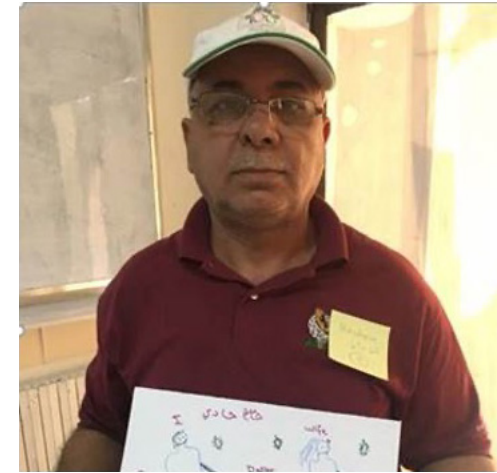
Hajar Alkifri

Age 13

Zaatari Camp

*Sister tell me when
Hope arrives,
So, I open my eyes.*

Sharing Stories: Hesham



Serendipity within our practice

86% of consumers believe that companies should take a stand for social issues and **64%** of those who said it's 'extremely important' for a company to take a stand on a social issue said they were 'very likely' to purchase a product based on that commitment.

-- 2018 Shelton Group's 'Brands & Stands: Social Purpose is the New Black'



Media interest

- Humanitarian PR: Compelling stories
- Must come from the heart
- Takes time – 2 to 3 years
- What will you do?

The Almanac

MENLO PARK • ATHERTON • PORTOLA VALLEY • WOODSIDE

The gift of hearing

Hearing loss treatment leads to first words for young refugee

By Kate Daly

Special to The Almanac

"Papa" was the first word to come out of Bilal's mouth on that momentous day in August. Few thought the 11-year-old Afghan refugee would ever speak, but with a team of audiologists at Pacific Hearing Service in Menlo Park advocating for him, he started uttering sounds.

His father cried, and the audiologists got emotional too, knowing what a confluence of unusual circumstances led to this miraculous moment for a boy who has suffered from severe hearing loss since he was a baby.

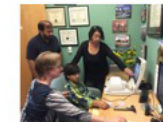
Due to his lack of hearing, Bilal never went to school in Afghanistan, and communicated with his parents and three younger sisters by making up his own sign language.

The family resettled in Sacramento last September. When Menlo Park audiologist Dr. Jane Baxter learned about Bilal's case this summer, she offered to help, optimistic that "Bilal will now have the opportunity to communicate with his family, and we hope, realize his dreams."

In July her team



Aghan refugee Bilal Popal, 11, in the center, is surrounded by his family. At far left is Katie Sluis, who played a key role in connecting the family with the Menlo Park audiologist and her team who worked to help Bilal hear. Photo by Katie Sluis



Girls with Dove
Hajar Alkifri
Age 13



COVER STORY

FINDING REFUGE THROUGH ART

A mission trip to treat hearing loss brings art by Syrian refugee children to Menlo Park

By Kate Daly
Special to The Almanac

A team of American audiologists and volunteers were on a humanitarian mission treating patients at a refugee shelter in Amman, Jordan, last spring when they stumbled across a treasure trove of art: a collection of heart-wrenching paintings Syrian children had done on patches of old United Nations tents at a refugee camp. That find set in motion a quest to pay young artists there to make more pictures. Now 15 of those paintings of doves, flowers, people and bombs, and their Arabic captions sharing feelings about escaping war, are hanging in a special display in Menlo Park through November.

Thanks largely to the efforts of Menlo Park resident and audiologist Dr. Jane Baxter, these paintings and others are mounted at her Pacific Hearing Service office as "phase one" of what she hopes is more art and more awareness stemming from her mission trips to that part of the world.

Since 2015 she and her husband Steve Beck have volunteered in Jordan four times, and plan to return next March, and possibly again in September.

One canvas by a 13-year-old shows two girls, one staring straight ahead, the other with her eyes shut. The caption reads: "Stefar tell me when Hope arrives. So, I open my eyes."

A blossom, three colorful birds and a lone black bird perch on a stark branch in a canvas by another 13-year-old artist. The caption reads: "I came to the camp with all my memories. I will not forget you my three friends, one day I shall meet you in the heavens."

These powerful paintings were done by children living in the Za'atari refugee camp. The camp was created in 2012 on three square miles in the desert to house Syrians fleeing violence at home, and has evolved into a permanent complex for 80,000.

Dr. Baxter's friend Maggie Conroy was the one who discovered the art and arranged to commission more pieces from the young artists with the twin goals of providing "them with some kind of income and to try to help build awareness of the refugee situation," Ms. Conroy said.

Getting the art out of the country was somewhat of a challenge, Ms. Conroy acknowledged, but she plans to continue buying the art and bringing more out.

Ms. Conroy works as an art therapist and was with the audiologists on their mission trip to Jordan last April. She entertained families while they waited for treatment, promoting healing while having fun.

She framed 13 additional pieces from her art therapy sessions for exhibit. She shares the story of one boy being fitted for hearing aids at the Irbid Camp, a camp established in Jordan in 1951 for

THE EXHIBIT

The art exhibit coincides with Pacific Hearing Service's celebration.

Change in patient conversations

- Patient gratitude – they become part of the solution too
- Instant trust
- Emphasis is taken off price
- Perspective



Community connections

- Patient involvement
- Fundraising events
- Volunteer opportunities
- Journalist and local photographers' dream



Fun connections



PACIFIC Hearing
SERVICE

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Community connections

- Local grants help make connections
- Churches and philanthropic organization interest
- Senior community involvement



“We are glad to help Pacific Hearing Service and now Pacific Hearing Connection. You have helped so many of our chapter members, as well as printing our newsletter and providing speakers for our events. We do really appreciate you all.”

-- Sally Edwards, Co-President of the Hearing Loss Association of America, Peninsula Chapter



Hiring and retaining caring staff members

- Shared philosophy of give-back
- Innate core values
- Culture fit and like-minded goals
- Humanitarian trip opportunities as a perk
- Quality hires; higher retention rates
 - Average front office tenure is 8 years
 - Average audiologist tenure is 16 years
- Inspired team members





“When you learn,
teach. When you
get, give.”

— *Maya Angelou, American
poet, singer, memoirist, and
civil rights activist*

“Thank you!”
– Sylvia from Zambia



Q&A