

Are you “Frozen” in Time

How an Audiology Assistant can help you... “Let It Go!”



Nancy Gilliom, Ph.D.

Dr. Gilliom ran a successful private practice in Jacksonville and Jacksonville Beach, FL for over 20 years.



Chandra Manning,

Mrs. Manning is the current Chief Operating Officer for a non-profit Speech & Hearing Center in Jacksonville, FL

Are you “Frozen” in Time?

How an audiology assistant can help you...

Nancy Gilliom, Ph.D. Audiologist
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Jacksonville, FL



**Why are you
here today?**



What an Audiology Assistant (AA) IS

According to [AudiologyAssistants.com](https://www.AudiologyAssistants.com), the definition of an Audiology Assistant is really very simple. The job of an Audiology Assistant, at its core, is to assist in improving the efficiency of the clinic. They will work side-by-side with the audiologists in the clinic so that ultimately, they can see patients (under the audiologist's supervision).

What an Audiology Assistant IS NOT

Keep these important points in mind:

- They are not an audiologist
- They are not your personal assistant
- They are not a hearing aid dispenser/dealer/instrument specialist

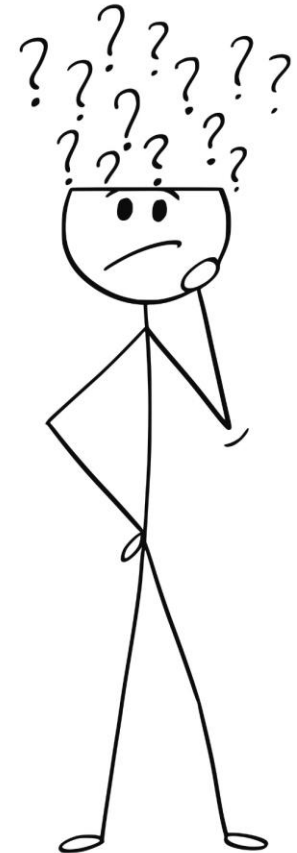
What is Your Role?

- Supervising audiologist provide appropriate training that is competency-based specific to job performance.
- Supervision is comprehensive, periodic, and documented.
- Supervising audiologist maintains the legal and ethical responsibilities for ALL assigned audiology activities rendered by the AA
- Services rendered by the AA must be permitted by law, and the AA is licensed or certified if the state requires.

The needs of the patient and protection of that patient are always paramount.

Identifying the need for an Audiology Assistant

First, stop for a moment
and ask yourself these
questions:



Ask Yourself These Questions

Are you treading
water or barely
keeping your head
above it?

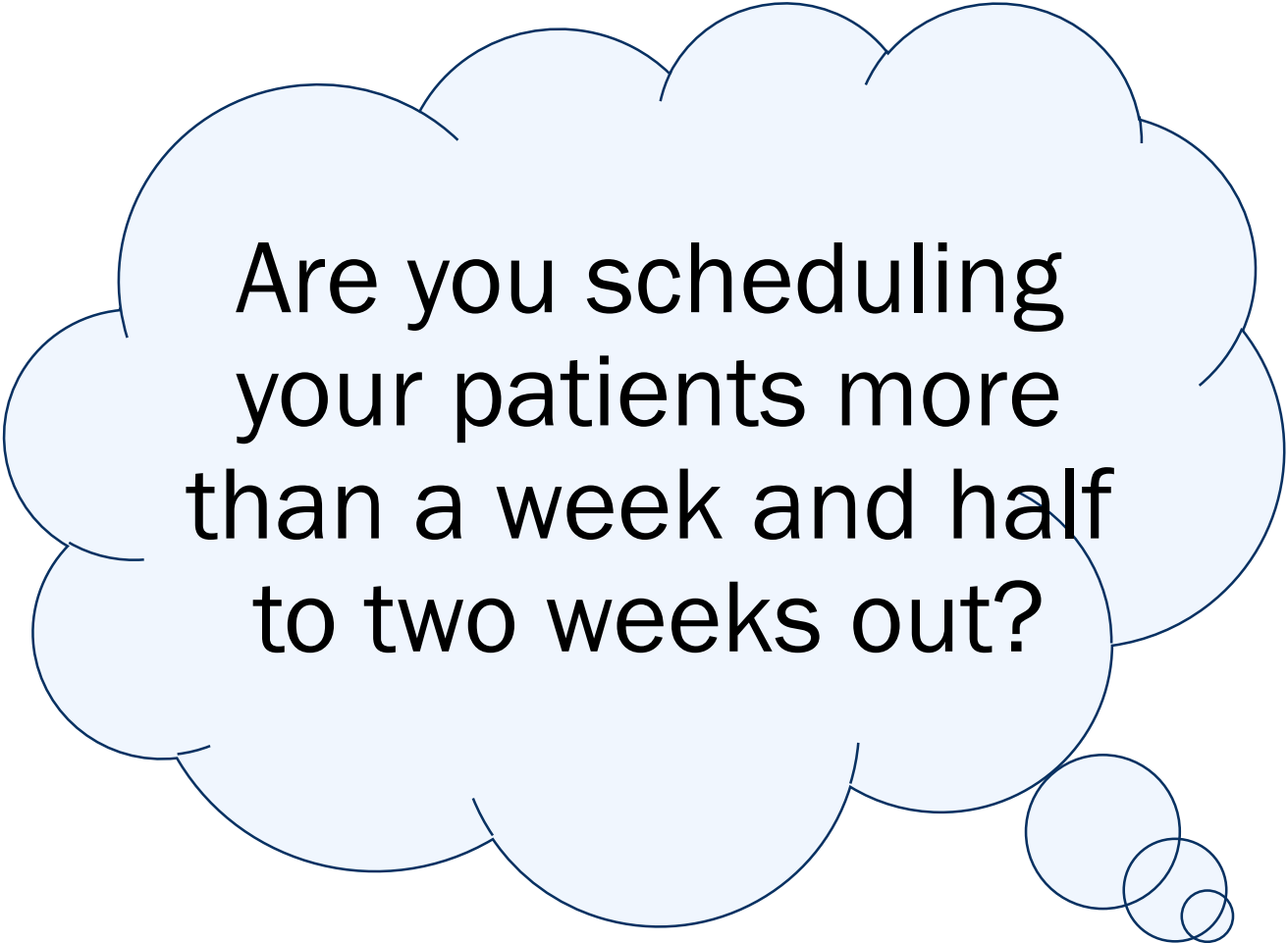


Likely Prognosis

Eventually, you'll
end up sinking.



Ask Yourself These Questions



Are you scheduling
your patients more
than a week and half
to two weeks out?



**THERE WILL BE NO
CRISIS TODAY
MY SCHEDULE IS ALREADY FULL**

Same goes for tomorrow.
And the next day.
And the next week.

Likely Prognosis

You are probably
losing patients
as they lose
patience.

GOOD-BYE
I AM...

Going Somewhere Else

Ask Yourself These Questions

Are you working through your lunch hour, coming in early, and staying late?



Likely Prognosis

Burn Out



Ask Yourself These Questions

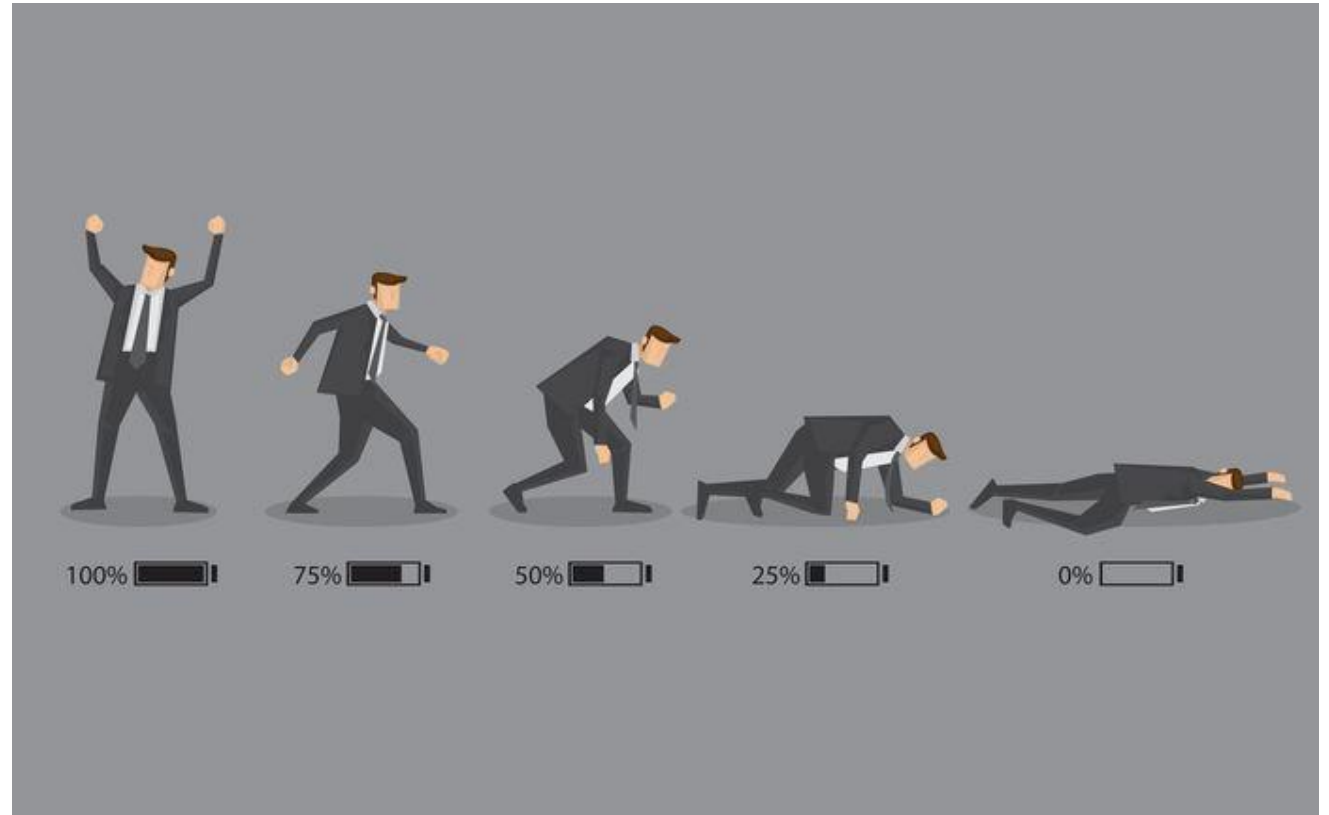
Is your home/work life way out of balance? Are you sacrificing your personal life for the success of your practice?



Likely Prognosis

Your family suffers, you suffer, and ultimately patient care suffers.

You can't take care of others when you aren't taking care of yourself.



Ask Yourself These Questions

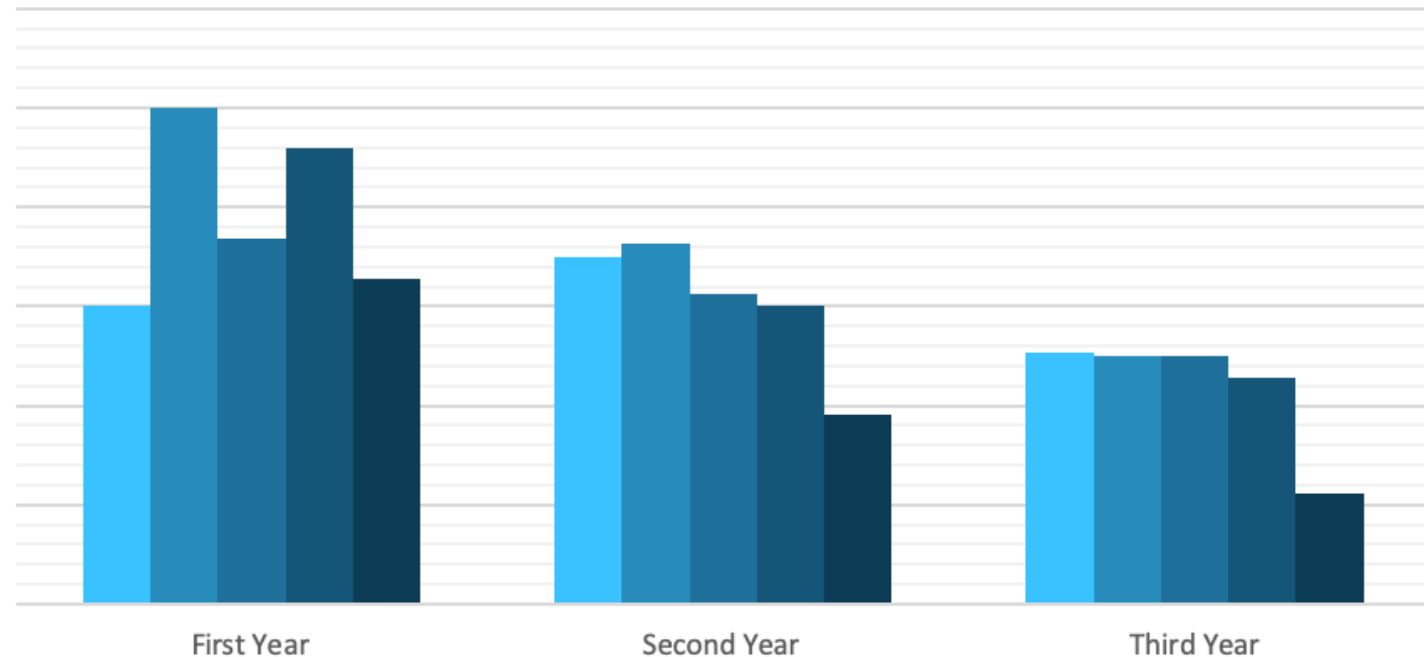
Is your schedule filled with non-revenue generating appointments?



Likely Prognosis

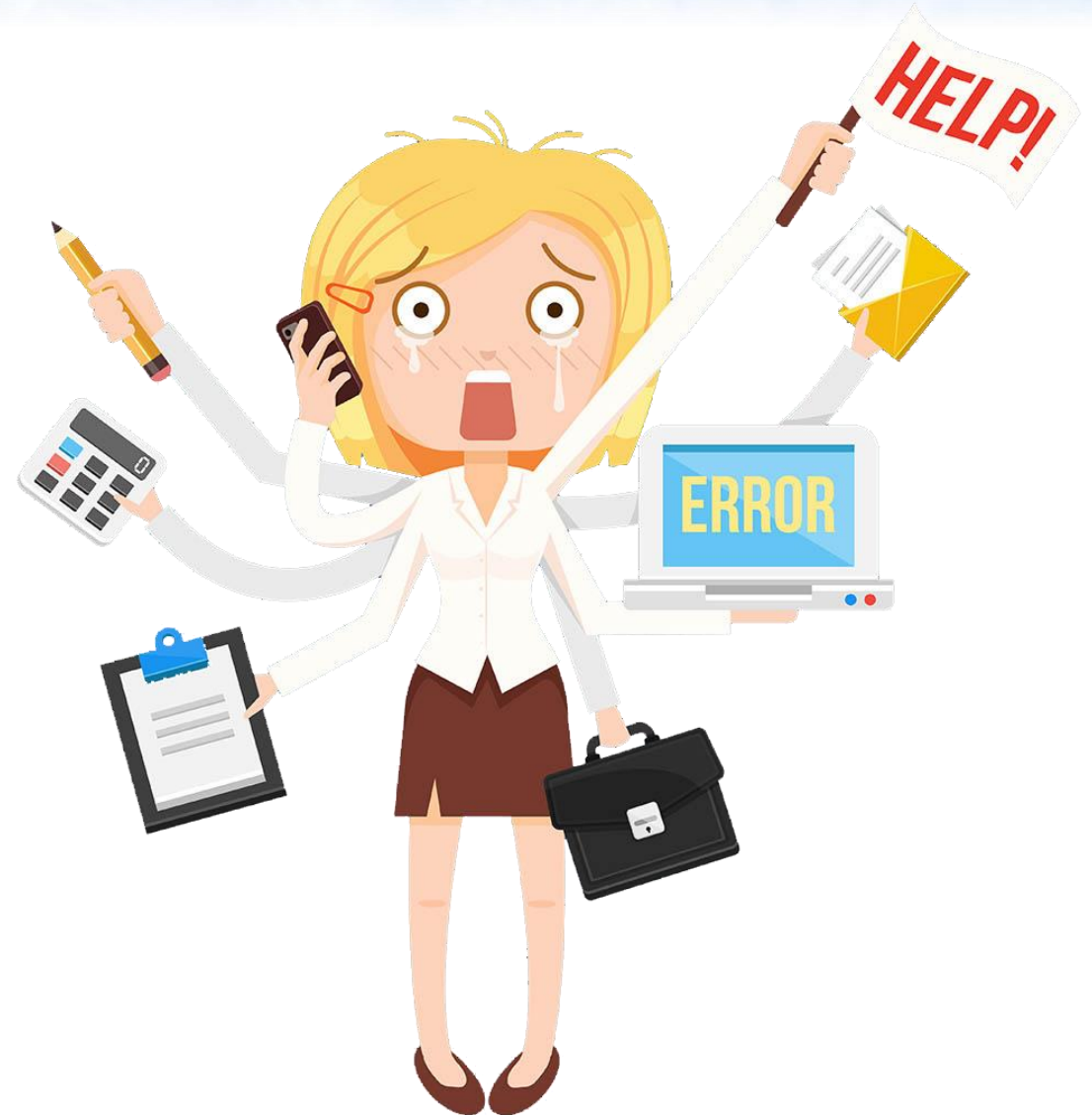
**Your practice
won't grow
and your
sustainability
is at risk.**

Average Forecasted Annual Revenue Growth



Ask Yourself These Questions

Are you too busy
working **IN** your
practice to spend time
working **ON** your
practice?



Likely Prognosis

**You'll run
out of time
before you
realize it.**



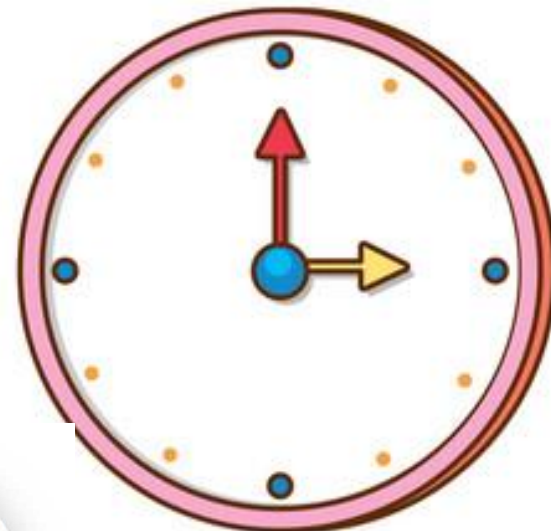
Common Dominator

What is the common denominator with all of these questions?

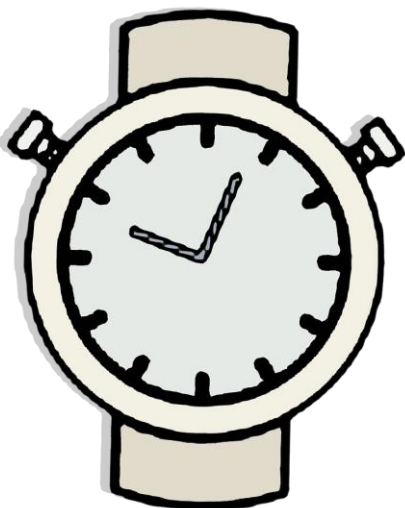
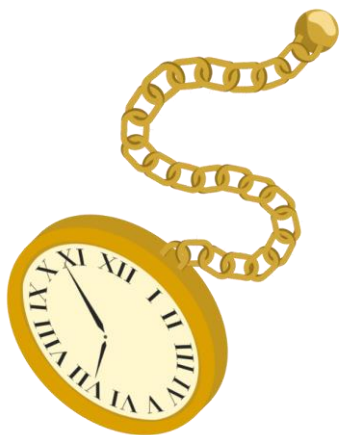
Common Denominator



TIME



The audiologist's TIME IS THE COMMODITY.



TIME = MONEY



Also, TIME = Patient Care

Time time time time time time time time ...

Let's break down our available time

- Start with 52 weeks at 40 hours a week = 2080 hours
- Less holidays (approximately 9 days or 72 hours) = 2002 hours
- Less Vacation (average 3 weeks or 120 hours) = 1882 hours
- Miscellaneous (Drs appointments, family commitments)= 1870 hours

35 hours available for patient contact per week.

Time time time time time time time time ...

Now lets breakdown your available patient time:

- 35 hours per week less
 - Phone calls
 - Administrative time
 - Management tasks
 - Marketing
 - Conferences
 - Other



In a 40 hour/week, most audiologists average about 30 hours a week of actual contact time with a patient.

How to Create More Time

- Build a time machine
- Add more hours in your schedule... late hours, weekends, reduced vacation time.
- Hire (or train someone from within) to do some services that we as audiologists typically do.



Identify the Need for More Time

Analyzing your current schedule

1. Patient wait time for an appointment

- New patient
- Established Patient Evaluation
- Hearing Aid Servicing (Clean & Check, Adjustment, Tube Change)
- Hearing Aid Fittings (after order)
- Hearing Aid Repair Pickup

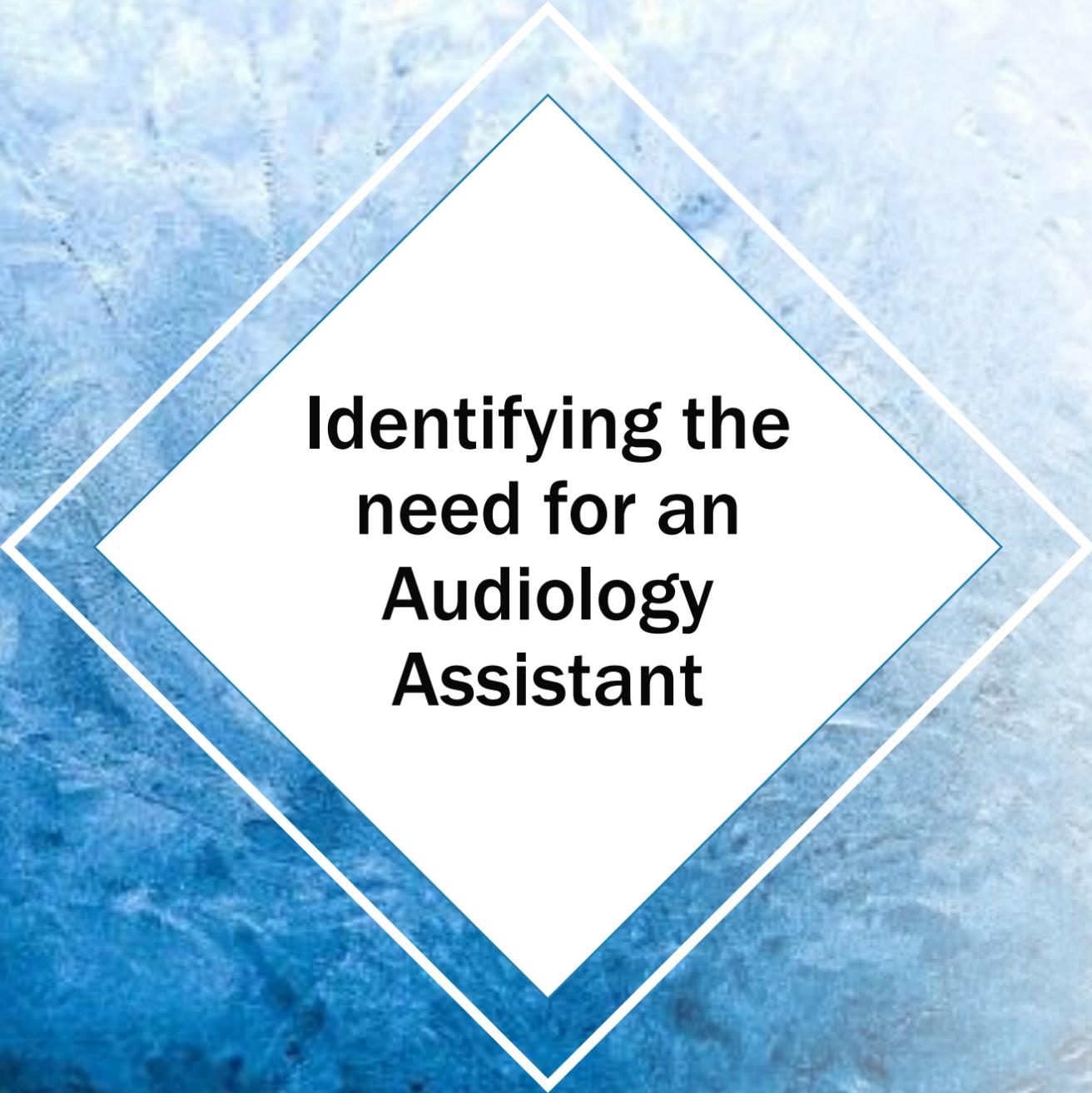
2. Time spent on NON-revenue generating appointments

3. Time spent on lower skill level appointments

4. Time spent on admin tasks (orders, letters, follow-up calls, etc.)

Sample Schedule

	Monday		Tuesday		Wednesday		Thursday		Friday
8:00 AM	Impression		Hearing Dx Only		Annual HE		Cerumen		Service/Repair
8:15 AM									
8:30 AM	HA Fitting		HA Fitting		Hearing Test New Patient		Adjustment		HA Fitting
8:45 AM									
9:00 AM							Hearing Dx Only		
9:15 AM									
9:30 AM	Annual HE		Follow-up		Hearing Dx Only		Service/Repair		Annual HE
9:45 AM									
10:00 AM	Service/Repair		Adjustment		Screening		Follow-up		Hearing Test Established Patient for HA
10:15 AM									
10:30 AM	Screening		Screening		Consult		Hearing Test Established Patient for HA		
10:45 AM									
11:00 AM	Hearing Test New Patient		HA Fitting		Hearing Test New Patient				Service/Repair
11:15 AM							Follow-up		
11:30 AM									
11:45 AM									
12:00 PM	Annual HE		Consult		EM Fitting		Lunch		Hearing Test New Patient
12:15 PM									
12:30 PM	Lunch		Lunch		Lunch				
12:45 PM									
1:00 PM							Follow-up		Lunch
1:15 PM									
1:30 PM			Hearing Test Established Patient for HA		Screening		Screening		
1:45 PM	Hearing Test Established Patient for HA								
2:00 PM					Hearing Test New Patient		Follow-up		Annual HE
2:15 PM									
2:30 PM			Follow-up				Annual HE		Adjustment
2:45 PM									
3:00 PM	Hearing Test New Patient		Annual HE		EM Fitting		Follow-up		Service/Repair
3:15 PM					Annual HE				
3:30 PM			Adjustment				Screening		Service/Repair
3:45 PM	Adjustment				Service/Repair				
4:00 PM			Hearing Test Established Patient for HA				Hearing Test New Patient		HA Fitting
4:15 PM	HA Fitting				Impression				
4:30 PM									
4:45 PM									



**Identifying the
need for an
Audiology
Assistant**

YES!

We needed more TIME!

**It is time to add a new
member to the team.**



Before We Hire



Before we jump into hiring an audiology assistant, we have more groundwork to lay.



- What are all the responsibilities/duties/services that we do?
- Are you reluctant to let someone else see YOUR PATIENTS?
- What can you comfortably LET GO of?
- What can an audiology assistant really do for you?



**Fill in more of
your worksheet.**

Worksheet #1

[illegible]

How Many Hours?

Still looking at our sample schedule:

- How many hours can be shifted to another team member?
 - How many hours are “Let Gos”?
 - How many hours are “Maybe Let Gos”?

Sample Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00 AM	Impression	Hearing Dx Only	Annual HE	Cerumen	Service/Repair
8:15 AM					
8:30 AM					
8:45 AM	HA Fitting	HA Fitting	Hearing Test New Patient	Adjustment	HA Fitting
9:00 AM				Hearing Dx Only	
9:15 AM					
9:30 AM	Annual HE	Follow-up	Hearing Dx Only	Service/Repair	Annual HE
9:45 AM					
10:00 AM	Service/Repair	Adjustment	Screening	Follow-up	
10:15 AM					
10:30 AM	Screening	Screening	Consult		Hearing Test Established Patient for HA
10:45 AM					
11:00 AM				Hearing Test Established Patient for HA	
11:15 AM	Hearing Test New Patient	HA Fitting	Hearing Test New Patient		Service/Repair
11:30 AM				Follow-up	
11:45 AM					Cerumen
12:00 PM	Annual HE	Consult	EM Fitting		
12:15 PM					
12:30 PM				Lunch	Hearing Test New Patient
12:45 PM					
1:00 PM	Lunch	Lunch	Lunch		
1:15 PM				Follow-up	
1:30 PM					Lunch
1:45 PM			Screening	Screening	
2:00 PM	Hearing Test Established Patient for HA	Hearing Test Established Patient for HA			Annual HE
2:15 PM				Follow-up	
2:30 PM		Follow-up	Hearing Test New Patient		Adjustment
2:45 PM				Annual HE	
3:00 PM	Hearing Test New Patient	Annual HE	EM Fitting	Follow-up	Service/Repair
3:15 PM					
3:30 PM		Adjustment	Annual HE		Service/Repair
3:45 PM	Adjustment		Service/Repair	Screening	
4:00 PM					
4:15 PM	HA Fitting	Hearing Test Established Patient for HA	Impression	Hearing Test New Patient	HA Fitting
4:30 PM					
4:45 PM					

Sample Schedule

(with “let go’s removed)

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00 AM	Impression	Hearing Dx Only		Cerumen	
8:15 AM					
8:30 AM	HA Fitting	HA Fitting		Adjustment	HA Fitting
8:45 AM			Hearing Test New Patient		
9:00 AM				Hearing Dx Only	
9:15 AM					
9:30 AM		Follow-up	Hearing Dx Only		
9:45 AM					
10:00 AM		Adjustment		Follow-up	
10:15 AM					Hearing Test Established Patient for HA
10:30 AM			Consult	Hearing Test Established Patient for HA	
10:45 AM					
11:00 AM		HA Fitting			
11:15 AM	Hearing Test New Patient		Hearing Test New Patient		
11:30 AM				Follow-up	Cerumen
11:45 AM					
12:00 PM		Consult	EM Fitting		Hearing Test New Patient
12:15 PM				Lunch	
12:30 PM					
12:45 PM	Lunch	Lunch	Lunch		
1:00 PM				Follow-up	Lunch
1:15 PM					
1:30 PM		Hearing Test Established Patient for HA			
1:45 PM					
2:00 PM	Hearing Test Established Patient for HA			Follow-up	
2:15 PM			Hearing Test New Patient		
2:30 PM		Follow-up			Adjustment
2:45 PM					
3:00 PM	Hearing Test New Patient		EM Fitting	Follow-up	
3:15 PM					
3:30 PM		Adjustment			
3:45 PM	Adjustment				
4:00 PM					
4:15 PM	HA Fitting	Hearing Test Established Patient for HA	Impression	Hearing Test New Patient	HA Fitting
4:30 PM					
4:45 PM					

Adding an AA to Your Team

Options:

- Cultivate an Audiology Assistant from within your practice.
- Hire a licensed/certified Audiology Assistant
- Hire and train to be an Audiology Assistant



MY STORY

Cultivating from Within



**Nancy Gilliom,
Ph.D.**

Dr. Gilliom ran a successful private practice in Jacksonville and Jacksonville Beach, FL for over 20 years.



Cultivating From Within

Advantages

- Known competence and adherence to practice protocols and culture
- Great promotion opportunity
- Split duties
- Patients should already have a positive rapport with team member

Disadvantages

- Hire someone to replace the team members previous role
- Initial investment in time
- Added payroll (which if AA is needed, it will prove to be an investment)

MY STORY

Hiring an Audiology Assistant



Chandra Manning,

Chandra is the current Chief Operating Officer for a non-profit Speech & Hearing Center in Jacksonville, FL



Hire/Train an Assistant

Advantages

- Open minded/clean slate – no bad habits
- No team member to replace
- No Split duties – so immediate assistance and training availability

Disadvantages

- Initial investment in time
- Added payroll (which if AA is needed, it will prove to be an investment)

Selecting Your Candidate

Gauge what they know and what they need to be trained to do.

Hire for personality and character.... This person will be an extension of you.

Interview with short training vignettes to see how they learn.

Evaluate how they relate to culture of the practice with interview questions related to greetings, troubleshooting, high stress situations, hypothetical frustrated patients, etc.



Assistant Training Fundamentals

Regardless of how you obtain an Audiology Assistant

- Develop a training plan unique to your practice or follow a certification program (NOVA, ASHA, Audiology Assistants.com or other state program)
- Follow your state requirements for training and supervision
- Your Audiology Assistant will need to shadow you and work together as a team
- You will introduce to patients as a team member and part of their patient care
 - Model after a physician assistant

Factors for Success

These key factors are requirements for success with your Audiology Assistant

1. Invest time, training, mentoring and financials in your team member
2. Work together for months for training as an extension of you
3. Have a competent Audiology Assistant that you trust to care for your patients
4. Incorporate your Audiology Assistant as part of your TEAM so patients have trust in the AA



Factors for Success

5. Implement block scheduling in order to coordinate patient care
6. Schedule changes and shifting care of patients to Audiology Assistant
7. Announce New team member:
 - In newsletter and on social media of staff earning their Audiology Assistant license/certification or adding new staff member profile
 - Add profile bio with picture in reception room
8. Keep up with regular meetings, monitor patient care and document supervision, and provide additional training



Block Scheduling Overview



Sample Schedule

(with Audiology Assistant)

	Monday		Tuesday		Wednesday		Thursday		Friday	
	AuD	Assist	AuD	Assist	AuD	Assist	AuD	Assist	AuD	Assist
8:00 AM										
8:15 AM	Hearing Test HA Patient		Hearing Test HA Patient		Hearing Test HA Patient		Hearing Test HA Patient		Hearing Test HA Patient	
8:30 AM										
8:45 AM		Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)		Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)		Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)		Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)		Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)
9:00 AM										
9:15 AM										
9:30 AM	Hearing Test HA Patient		Hearing Test HA Patient		Hearing Test HA Patient		Hearing Test HA Patient		Hearing Test HA Patient	
9:45 AM										
10:00 AM										
10:15 AM	HA Fitting	Annual HE	HA Fitting	Annual HE	HA Fitting	Annual HE	HA Fitting	Annual HE	HA Fitting	Annual HE
10:30 AM	HA Fitting	Fit Orientation	HA Fitting	Fit Orientation	HA Fitting	Fit Orientation	HA Fitting	Fit Orientation	HA Fitting	Fit Orientation
10:45 AM										
11:00 AM	Follow-up	Fit Orientation	Follow-up	Fit Orientation	Follow-up	Fit Orientation	Follow-up	Fit Orientation	Follow-up	Fit Orientation
11:15 AM										
11:30 AM	Follow-up	Annual HE	Follow-up	Annual HE	Follow-up	Annual HE	Follow-up	Annual HE	Follow-up	Annual HE
11:45 AM										
12:00 PM										
12:15 PM	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
12:30 PM										
12:45 PM										
1:00 PM	Adjustment		Consult		Adjustment		Adjustment		Adjustment	
1:15 PM										
1:30 PM	Adjustment	Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)	Adjustment	Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)		Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)	Adjustment	Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)	Consult	Walk-in Service (for tube changes, screenings, repairs, admin tasks, etc)
1:45 PM					Cerumen					
2:00 PM	Consult		Cerumen		Consult		Consult		Cerumen	
2:15 PM										
2:30 PM	HA Fitting		HA Fitting		HA Fitting		HA Fitting		HA Fitting	
2:45 PM										
3:00 PM	Follow-up	Fit Orientation	Follow-up	Fit Orientation	Follow-up	Fit Orientation	Follow-up	Fit Orientation	Follow-up	Fit Orientation
3:15 PM										
3:30 PM	ADMIN	Annual HE	ADMIN	Annual HE	ADMIN	Annual HE	ADMIN	Annual HE	ADMIN	Annual HE
3:45 PM										
4:00 PM		ADMIN		ADMIN		ADMIN		ADMIN		ADMIN
4:15 PM										
4:30 PM	Hearing Test HA Patient	ADMIN	Hearing Test HA Patient	ADMIN	Hearing Test HA Patient	ADMIN	Hearing Test HA Patient	ADMIN	Hearing Test HA Patient	ADMIN

Time for a SMART Plan



Time for a SMART Plan

Are you “Frozen” in Time?

How an audiology assistant can help you

Worksheet #2

Action Step	Complete By	Person Responsible	NOTES
Analyze Your Needs			
Check State Scope of Practice			
Determine Appointment Types to Reassign to AA			
Determine Appointment Types to Reassign to AA			
Check State Scope of Practice			

Time for a SMART Plan

ACTION STEP	COMPLETION DATE	PERSON RESPONSIBLE	NOTES
Analyze for Need	December 31 st	Practice Manager	Training Schedule – Decide on formal like ASHA or NOVA vs custom based on the things you’re willing to let go.
Determine appt to reassign	December 31 st	Audiologist	
Check state scope of practice	December 31 st	Practice Manager	
Choose who to promote	January 10 th	Audiologist	
Place Ad/Interview	January 10 th	Practice Manager	
Develop Training Schedule	January 28 th	Audiologist/ Manager	
Start Date of AA	February 7 th – 21 st	Practice Manager	
Apply for, or Transfer License	Within Next 5 Days	Audiologist & AA	

Sample Training Schedule



Are you “Frozen” in Time?

How an audiology assistant can help you

Worksheet #3

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	AA Observe <u>AuD</u>	AA Observe <u>AuD</u>	AA Observe <u>AuD</u>	AA Observe <u>AuD</u>	AA Observe <u>AuD</u>
Week 2	CC All Aids	CC All Aids	<u>AuD</u> Observe AA	Assemble Aids	Assemble Aids
Week 3	Ship Repairs	Ship Repairs	Check-in Orders	Check-in Orders	Place Orders
Week 4	Place Orders	Place Orders	Repair Aids	Repair Aids	Repair Aids

Commit to Your Plan



Benefits of Investing in an Assistant

How adding an Audiology assistant translates to practice growth

- Enhance quality of patient care
- Increase employee moral
- Increase appointment availability
- Improve patient retention
- Increase patient referral opportunities
- Increase practice revenue
- Promote care accessibility



Your Team Culture

**You create and
build your team of
Sheroes and
Heroes.**

