Innovative AR Strategies to Differentiate Your Practice
You will be able to:

- Describe the why for creating a digital-first aural rehabilitation treatment plan for patients
- Identify candidacy criteria, using common patient profiles
- List the benefits of using a digital aural rehabilitation program to differentiate audiology practices
- Identify practice management strategies to implement a digital AR program

Why, Who, When, and How to implement

Amptify
Hearing loss challenges don’t stop at the ears.

- **32%** higher risk of hospitalization (Genther et al., 2013)
- **5x** greater risk of dementia (Lin et al., 2011)
- **2.5x** higher risk of dying (Karpa et al., 2010)
- Higher risk for depressive symptoms (Cacciatore et al., 1999; Huang et al., 2010)
- **3x** higher risk of falls (Lin & Ferrucci 2012)
- **3x** higher risk of cardiovascular disease (Gates et al., 1993)
- **1.5x** higher risk of visual impairment (Chia et al., 2006)
- Anger and frustration... fatigue due to listening effort... (Mick et al., 2014; Weinstein & Ventry, 1982)
- **46%** higher healthcare costs for those with untreated hearing loss (Reed NS, Altan A, Deal JA, et al.)
- **30-40%** accelerated rate of cognitive decline (Lin et al., 2013)
- Increased social withdrawal, isolation (Mick et al., 2014; Weinstein & Ventry, 1982)
- **46%** higher healthcare costs for those with untreated hearing loss (Reed NS, Altan A, Deal JA, et al.)
- **30-40%** accelerated rate of cognitive decline (Lin et al., 2013)
- Increased social withdrawal, isolation (Mick et al., 2014; Weinstein & Ventry, 1982)
- Overall, lower quality of life (Ciorba et al., 2012; Dalton et al., 2003)
What is Aural (Audiologic) Rehabilitation?

International Classification of Functioning (ICF)

WHO 2001

ASHA 2006

Boothroyd 2007

Montano 2014

Person/Family Centered Care (FCC)
The three pillars of hearing healthcare:

DIAGNOSIS
The patient:
- Suspects hearing loss
- Undergoes testing
- Receives formal diagnosis

TREATMENT
The patient:
- Receives appropriate amplification
- Receives appropriate hearing assistive technology.

REHABILITATION
The patient:
- Learns to manage the listening technology
- Learns to navigate remaining listening challenges
Amptify is for Clinical Care

Improve patient satisfaction with less in-office time spent

Save on clinic costs while giving patients on-going personalized support and access to an evidence-based aural rehabilitation program.

(Model based on Boothroyd, 2007)

What the clinician does

What Amptify DTx does

SENSORY MANAGEMENT
Optimize auditory function through enhanced hearing technology to provide improved audibility while preserving comfort.

INSTRUCTION
Teach patients proper and effective use of hearing technology to maximize its use and effectiveness.

COUNSELING & EDUCATION
Amptify works to increase satisfaction with hearing technology and empowers patients to manage listening challenges.

AUDITORY TRAINING
Auditory and cognitive training games develop speech perception skills, increase listening confidence, and enhance conversational fluency.
The Therapeutic Experience

INTERACTIVE CURRICULUM

Twelve weeks of motivation, quizzes, strategies, real-life practice, and hearing loss education crafted to improve participants' lives.

PEER SUPPORT COMMUNITY

A managed peer-to-peer environment for participants to interact, receive support, and offer guidance.

HEARING HEALTH COACH

Guidance from hearing healthcare professionals trained to support and engage participants.

AUDITORY BRAIN TRAINING GAMES

Video games designed to teach strong listening and cognitive skills through fun, interactive auditory training modules.
Interactive Curriculum

Hearing loss education crafted to improve life

Interactive and educational weekly modules to maximize listening potential, ease device acclimation, improve social interactions, and address hearing challenges.
Discover Effective Listening

Understanding Hearing Diagnoses

Control Your Listening Experience

Minimize Communication Breakdowns

Plan For Reading Lips

Maintain Your Auditory Brain Skills

Calm Mind, Enhanced Performance

Ensure Successful Conversations

Explore Technology

Nutrition to Support Hearing Health

Medical Concerns & More on Prevention

The Journey Continues
Hearing Health Coach

Personalized support for participants
Participants receive one-on-one guidance from coaches who track weekly training progress, provide tailored assistance and support members on their journey to better hearing and communication.
Peer Support Community

Shared experiences build community

Participants share strategies for handling challenging listening situations, post questions, discuss frustrations, and celebrate progress.
Auditory Brain Training Video Games

Clinically validated games that teach and exercise listening skills
Listening therapy and auditory cognitive skills training are delivered through engaging video games that are fun and easy to play.
## Auditory Skills Trained

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Backed by clinical research and peer-reviewed publishing.

- Enhances speech discrimination (1,2)
- Leads to reduced perceptual effort during listening. (3)
- Regular contact with hearing healthcare professionals enhances the hearing wellness experience. (4)
- Increases listening confidence. (4)
- Leads to improved communication and interactions between couples. (5)
- 96% of new hearing instrument users (N=28) responded positively to the Amptify experience. (7)
Foundational Evidence

Citations with Research Support.pdf


A position statement supporting the use of an "aural rehabilitation model of hearing healthcare", released by the leading consumer based association of people with hearing loss.


Boothroyd A. (2007) Adult aural rehabilitation: what is it and does it work? Trends Amplif. 11(2):63-71. This is a seminal outline of rehabilitative audiological care: sensory management, instruction, perceptual training, and counseling. There is a discussion of goals (to restore function, activity, participation, and quality of life) with emphasis on the evidence that supports this practice.


The Benefits of Group Aural Rehabilitation


A short read for AAA members that highlights supporting research for group aural rehabilitation as well as components of a successful program. It notably discusses the role of the group facilitator, which informs the reader's understanding of Amplify's coaching philosophy.

| Citations with a left border note that an Amplify team member was involved with the research |
A five step plan to address social-emotional well being in adults with hearing loss.

Ninety six percent of members who used the Amptify DTx in this study reported positive benefits and about half reported that it assisted them in acclimating to their new hearing aids.

Postlingually deafened CI recipients showed statistically significant improvement compared to control for speech recognition, psychosocial function, and communication goals following a shortterm AR program of auditory training and psychosocial counseling.

A group aural rehabilitation program consisting of a combination of communication strategies training, informational counseling and psychosocial activities, demonstrated better outcomes than a program without psychosocial activities. This study supports a diverse aural rehabilitation curriculum with psychosocial components.

Similar to Amptify, ACE includes classic rehabilitative content and an emphasis on peer sharing.

Reviewed evidence suggests that adult AR programs that emphasize counseling and communication strategies provide participants in the short-term with reduced self-perception of hearing loss and better use of communication strategies.
Clinical Application
Person Centered Care
Who is a candidate for Amptify?

The majority of patients, from the “not ready for hearing aids” population, those with speech in noise issues, to hearing aids users and cochlear implant recipients.

A couple of exceptions... Severe to profound SNHL, especially those whose primary communication mode is sign.

Those without accessibility to technology and/or cognitively impaired.
Who is a candidate by tool?

Tools

1. AR interactive educational curriculum
2. Community
3. Coach
4. Auditory Training

Assessment  

Treatment Plan & Recommendations
New or existing CI
Auditory training, peer support, CI centric education

Subclinical HL (sp. in noise)
Coach validation, training and comm. strategies

Mild HL (refuses HAs)
Education, vicarious experience, training epiphany

Existing user (optimization)
Training, group camaraderie, advanced education

Longtime user (challenges)
Training, coach guidance, advanced education

New HAs (adaptation) engagement
HA tips, training, coach support, group engagement

Candidacy Digital AR Offering
Amptify
Cochlear Implant Track

- The **curriculum** is tailored to the CI recipient’s perspective
- The introduction of the **games** and their settings are tailored to CI acclimatization
- They are placed with a **coach** who is specifically trained
- The **group** is exclusively CI users, with posts that are tailored to their experiences.
When?
Don’t save the best for last...

Case History:
- Background noise
- Memory issues
- Social isolation or feeling alone
- Intake Questionnaire; HHIE

Assessment:
- Cognitive Screening
- Speech in Noise Testing

Hearing Aid Evaluation:

Post Fitting Adjustments:

Test Not Treated:
- Not ready for amplification
How??
Value to the Clinician  
Engage the Team

**Barriers**

- Time constraints during appointments
- Forgetfulness
- Limiting belief about the program
- Candidacy bias
- Assumptions about low adherence

**Potential**

- Increase treatment acceptance
- Reduce device returns
- Build sense of community
- Demonstrate care for patients
- Build value beyond the device
- Recognize that some training is better than no training
Value to the Clinic

- Differentiate practice
- Increase revenue stream
- Provide best practice by outsourcing AR
- Increased patient satisfaction
- Save time on routine care questions
- Use portal, similar to data logging, to customize follow-up

Amptify
An extension of your clinic, providing best practice solutions to your patients
The ‘How’: Marketing

Key Concepts:

- Individualized, Consistent Treatment
- Active Aging, Aging Well
- Physiotherapy for the Brain (exercise)
- Community and Support
- We Care
To Charge or Not to Charge??

Self-pay vs. clinic-sponsored

Unbundled-options for adding it:

- Treatment plan - regardless of technology
- Service plan - new technology
- Returning patients (experienced users) who are still struggling

**Take away:** Members with buy-in are more likely to adhere to the program. When patients pay, they are more likely to participate.
Forward Thinking…

Treatment Focused Care
Our Evolution

Past Growth
clEAR

Present Growth
Amptify DTx (generic and CI)

Future Growth
Cabinet of Solutions
Our mission is to inspire and enable those with hearing loss to live a happier and more confident life.

...to Amptify life.
Questions??

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