

Go Beyond:

The New Frontier for Growth and Impact in Audiology

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Joy is Interdependent; Time-sensitive



ORIGINAL RESEARCH article

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Do positive relations with patients play a protective role for healthcare employees? Effects of patients' gratitude and support on nurses' burnout

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Affiliations + expand

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[Free PMC article](#)

Abstract

Background: A growing number of studies reveal that there are significant associations between a patient's perception of quality of care and a health professional's perceived quality of work life. Previous studies focused on the patients or on the workers. Alternatively, they center the discussion on either the negative or the positive effects, both on patients and care workers. This research work focuses on the positive relationship with patients—a possible resource for care workers.

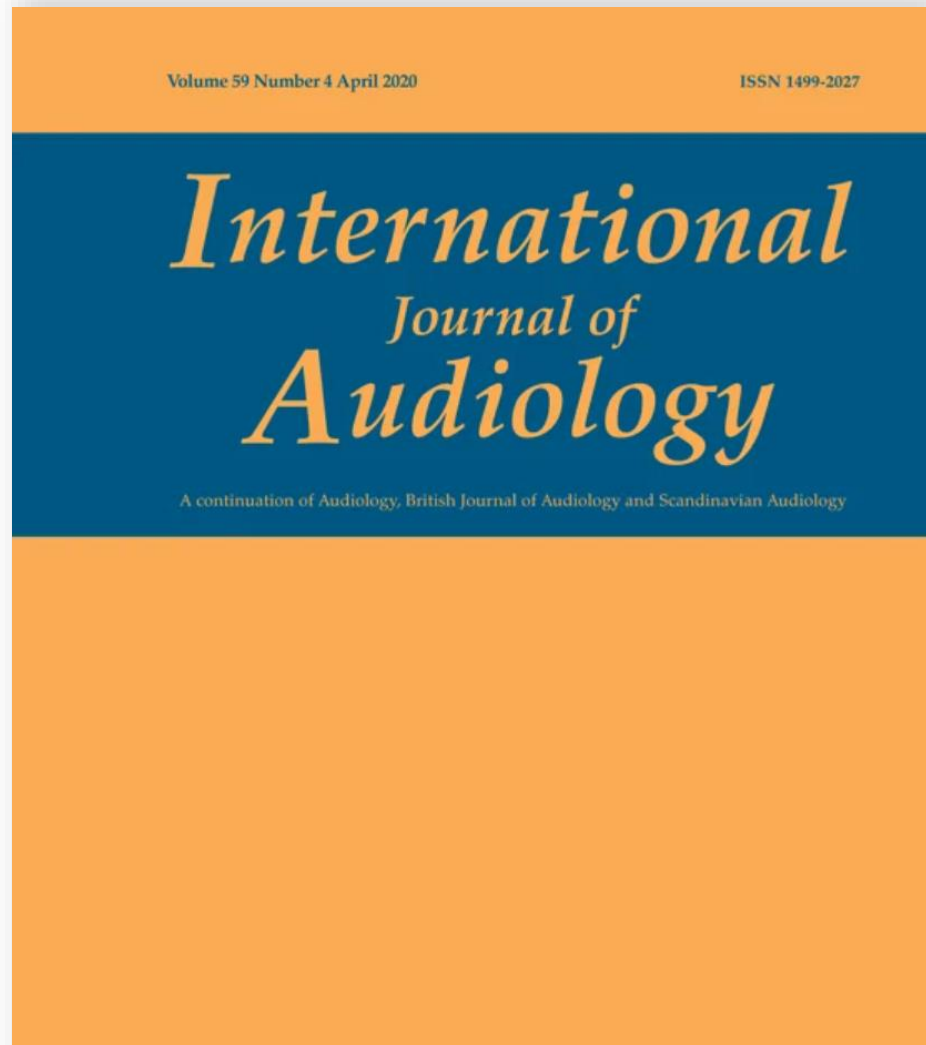
Method: Study 1: A CFA was conducted to test the factorial structure and the tenure of the Italian version for patients of the Customer-initiated Support scale. Study 2: Using a multi-group path

Survey of ER/Oncology Nurses

Clinician personal accomplishment directly correlated to patient gratitude

Only for ER nurses

International Survey of Audiologists During COVID-19 Pandemic



“Can you describe for me what you have felt most grateful for regarding audiological practice in this challenging time?”

Respondents ($n = 167$)
229 unique comments



Supportive work environment:
**“Having supportive,
grateful and loyal clients”**

Meta-analysis: Trust in Healthcare Professionals



Conclusions

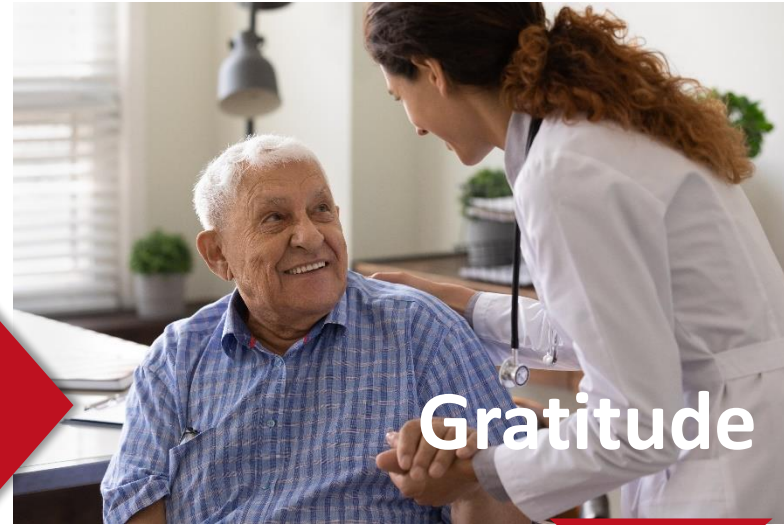
“From a clinical perspective, patients reported:

- more beneficial health behaviors
- less symptoms
- higher quality of life
- more satisfied with treatment

...when they had higher trust in their health care professional.”



Opens the Door to Greater Good



How do you harness the moment of trust to do more???

3 Public Health Issues

audiologists have an opportunity to impact



Hypertension



116 M

Americans

92.1 M Uncontrolled

34.1 M Undiagnosed

Hypertension

116 M
Americans

92.1 M Uncontrolled
34.1 M Undiagnosed



IN PATIENTS WITH
HEARING LOSS

42%

of patients have
hypertension
Patients age 45-64

1 in 3

will be
undiagnosed/
uncontrolled

Hypertension



American Optometric
Association

1975

Resolution encouraging
BP monitoring

ADA

American Dental Association®

1974/2006

Recommended BP monitoring

Hypertension



ACADEMY *of* DOCTORS
of AUDIOLOGY®



30 min | \$25

USE THE OPPORTUNITY:

- Drive awareness
- Coordinate follow up with MD/PCP
- Reinforce need for medication adherence
- Support encourage lifestyle modification



Cognitive Impairment

1 in 9
over age 45



52 M
Americans
55% haven't discussed
with medical professional

Cognitive Impairment

1 in 9
over age 45

.....

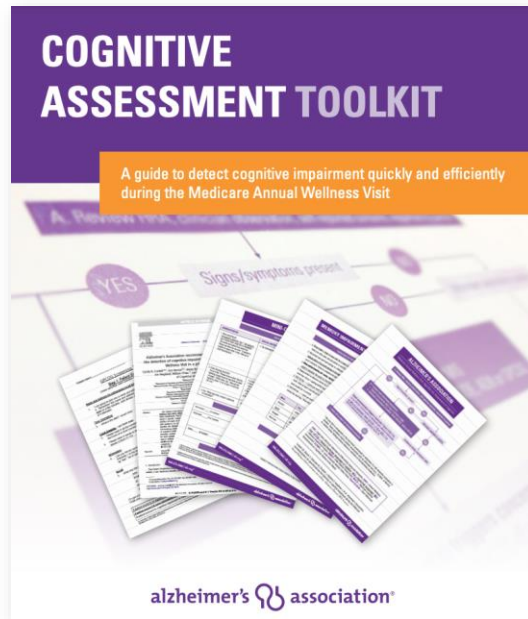
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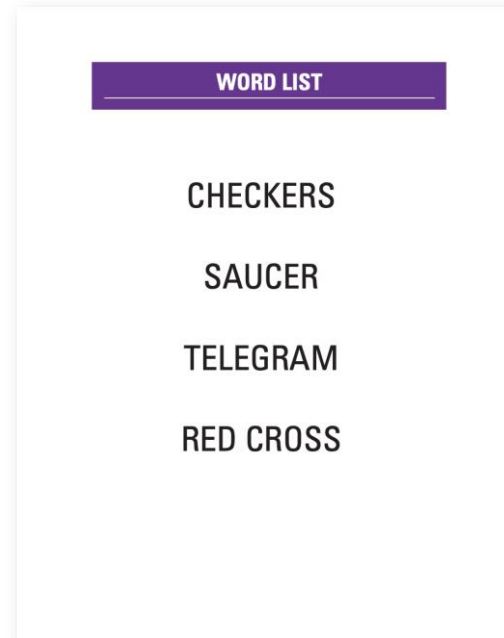
OPPORTUNITY IN PATIENTS WITH
HEARING LOSS

2-5X
HIGHER RISK
of cognitive impairment

Your Opportunity Takes < 5 Minutes



Memory Impairment Screen



USE THE OPPORTUNITY:

- Tailor device selection
- Clear & brief instructions; More frequent follow up
- Explain link between hearing loss/cognitive impairment.
- Encourage adherence with hearing aid use
- Coordinate follow up with MD/PCP for formal assessment

Falls



1 in 4 adults
will fall each year



3 M ER visits
for falls in 65+



1 fall every second
in 65+

Falls



1 in 4 adults
will fall each year



3 M ER visits
for falls in 65+



1 fall every second
in 65+



PATIENTS WITH **HEARING LOSS**

3X
HIGHER RISK
of falls

1.4-2X
RISK
of injury

Leverage Your Balance Expertise

THREE KEY QUESTIONS

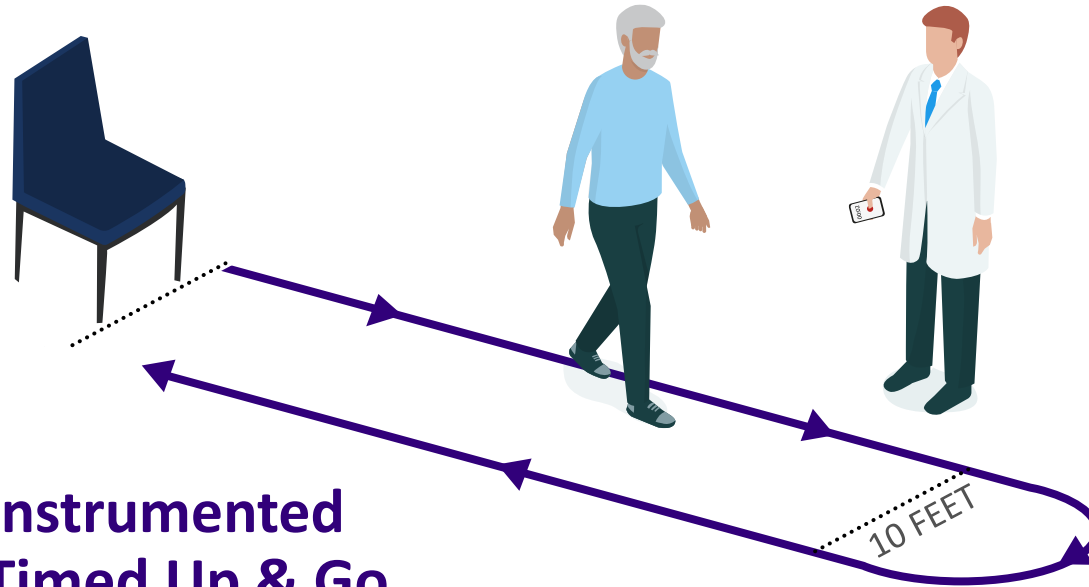
Do you:

- Feel unsteady when standing or walking?
- Worry about falling?
- Have you fallen in past year?

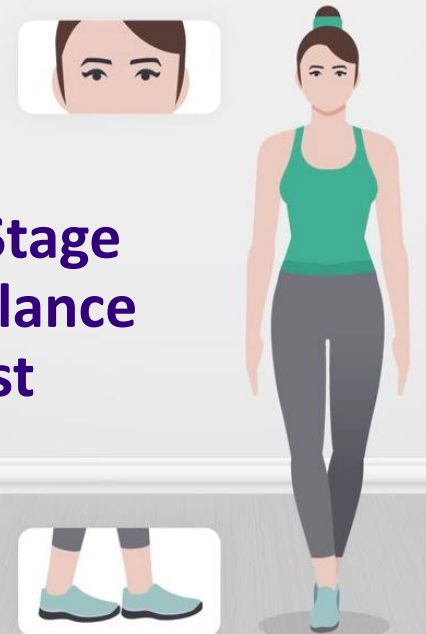
Chair Stand Test



Instrumented Timed Up & Go



4 Stage Balance Test





Dear Archibald Bill, Rachel and
the whole team at Starkey,
Thank you so much for the
amazing treatment last week —
VIP for sure! And already
life changing — like going from
black & white to technicolor.
So grateful —
Judd

HAMILTON

H★MILTON

**I am not throwin' away my shot
I am not throwin' away my shot
Hey I'm just like my colleagues
I'm smart, bold and savvy
And I'm not throwin' away my shot!**

**I'm a great specialist in hearin' knowledge
'N probly shouldn't brag but dang,**