

Audiology 2050: From Vision to Action

ADA President's Address
Jill Davis, Au.D.



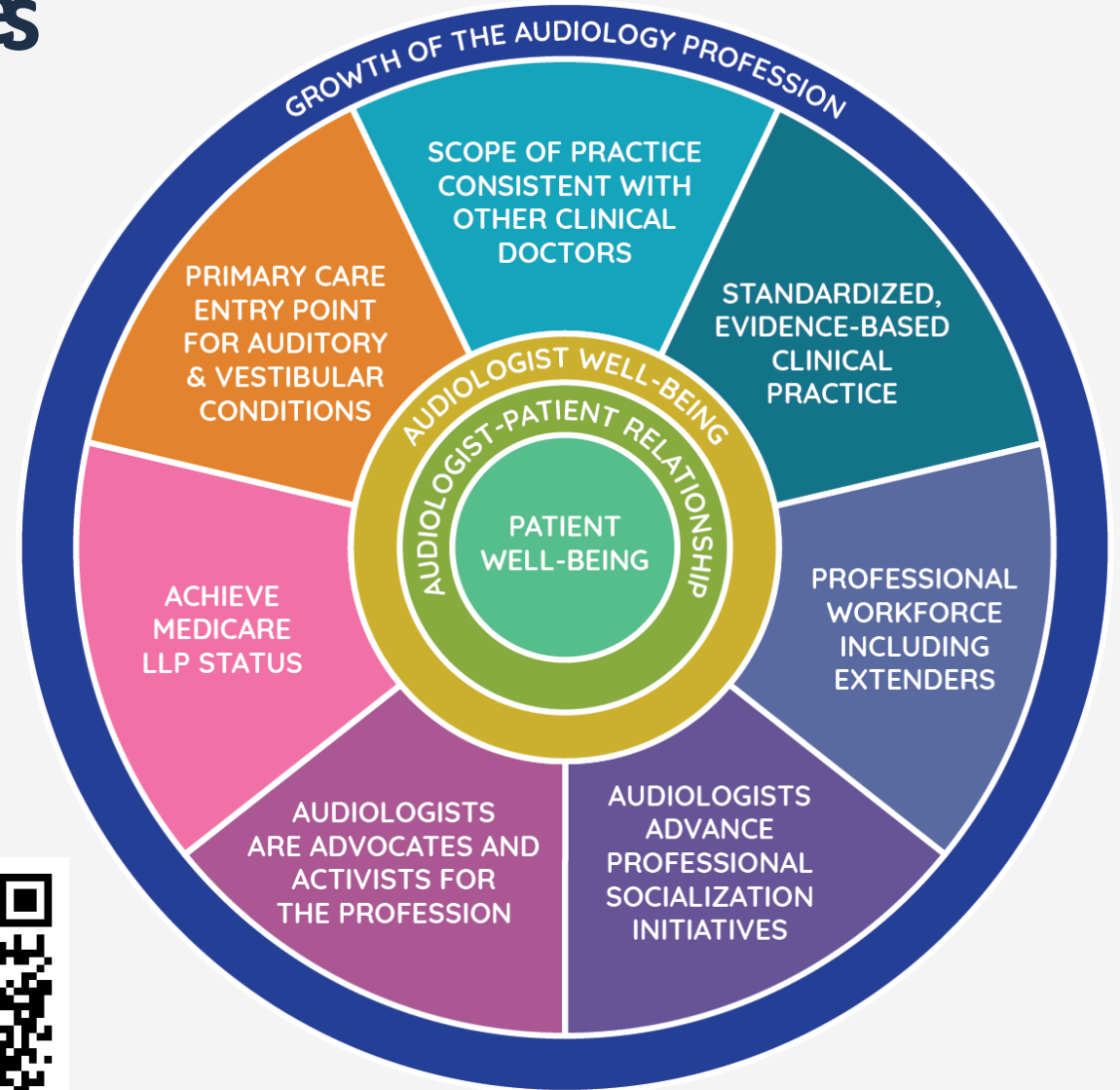
Our Agenda: Daring to Doctor



The question is “Do we have the will to achieve for audiology?”

Audiology 2050 gives us the destination. 2026 is about execution.

- A preferred future for audiology as a clinical doctoring profession
- 24 years to build it — and the work has already begun
- Seven pillars → real initiatives → member action



Modernizing the Licensed Practice of Audiology

- Scope Modernization: Update licensing laws to align with audiologists' education and training
- Three more states introduced legislation in 2026... and if at first you don't succeed...
- Now is the time to advocate to modernize your state licensing act!
- ADA is here to help



Standardized, Evidenced-Based, Clinical Practice

- Evidence-based, standardized clinical practice strengthens our case
- ADA commends APSO for its work to create clinical standards in audiology
- ADA has established standards and accreditation for audiology clinics/practices which complements the work of APSO
- ADA Audiology Practice Accreditation: 45 practices in process, 1 already accredited



Building the Profession — and the Pipeline

- AuDtonomy: 200+ students from 40 university programs and 40 students here at AuDacity!
- AuDvantage: connecting state association engagement with ADA membership
- Workforce + technology: ADA is engaging in national health AI conversations
- Alternative Practice Models: ADA promotes the use of extenders, telehealth, and innovative models of care
- Professional socialization strengthens private practice and the profession



Access and Autonomy are Inseparable

- Medicare Audiology Access Improvement Act remains ADA's top legislative priority
- Goal: improve patient access and better deploy audiologists within Medicare
- Medicare opt-out: pursuing the ability to choose whether to participate
- Parallel federal strategy: Medicare Patient Choice Act + legal/policy partners



Prevention Puts Audiology at the Front Door

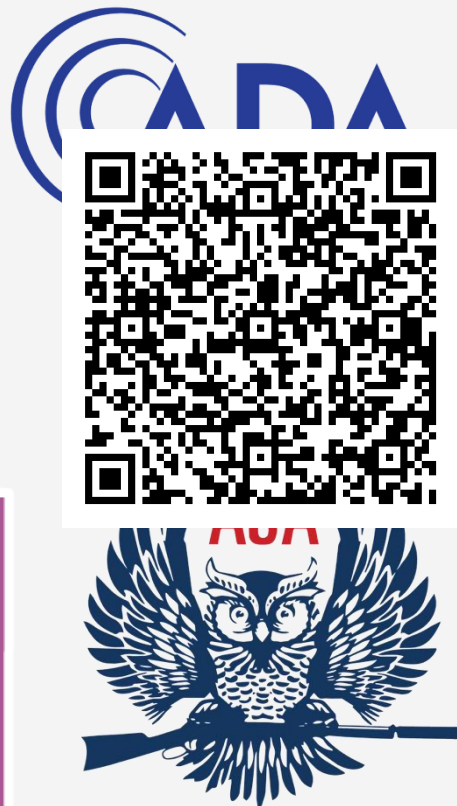
- 2025: ADA endorsed AAO-HNS guidelines recommending adult hearing screening beginning at age 50
- 2026: Turning that recommendation into public awareness and action
- *Listen Up* is now in Kentucky, Texas, Florida, Illinois and coming soon...Colorado
- Thank you to WS Audiology for underwriting this national, local-level grassroots initiative



Prevention Requires Innovative Partnerships

PRIMARY CARE
ENTRY POINT
FOR AUDITORY
& VESTIBULAR
CONDITIONS

AUDIOLOGISTS
ARE ADVOCATES AND
ACTIVISTS FOR
THE PROFESSION



- Ear SHIELD Day launches TODAY in partnership with the American Suppressor Association
- Hearing-protection education for military, law enforcement, sportsmen/women and recreational shooters
- This new partnership expands ADA's hearing-conservation reach
- S.H.I.E.L.D: Suppressors + Hearing Protection = Insulated Ears and Lower Decibels

Just Look Around This Room...

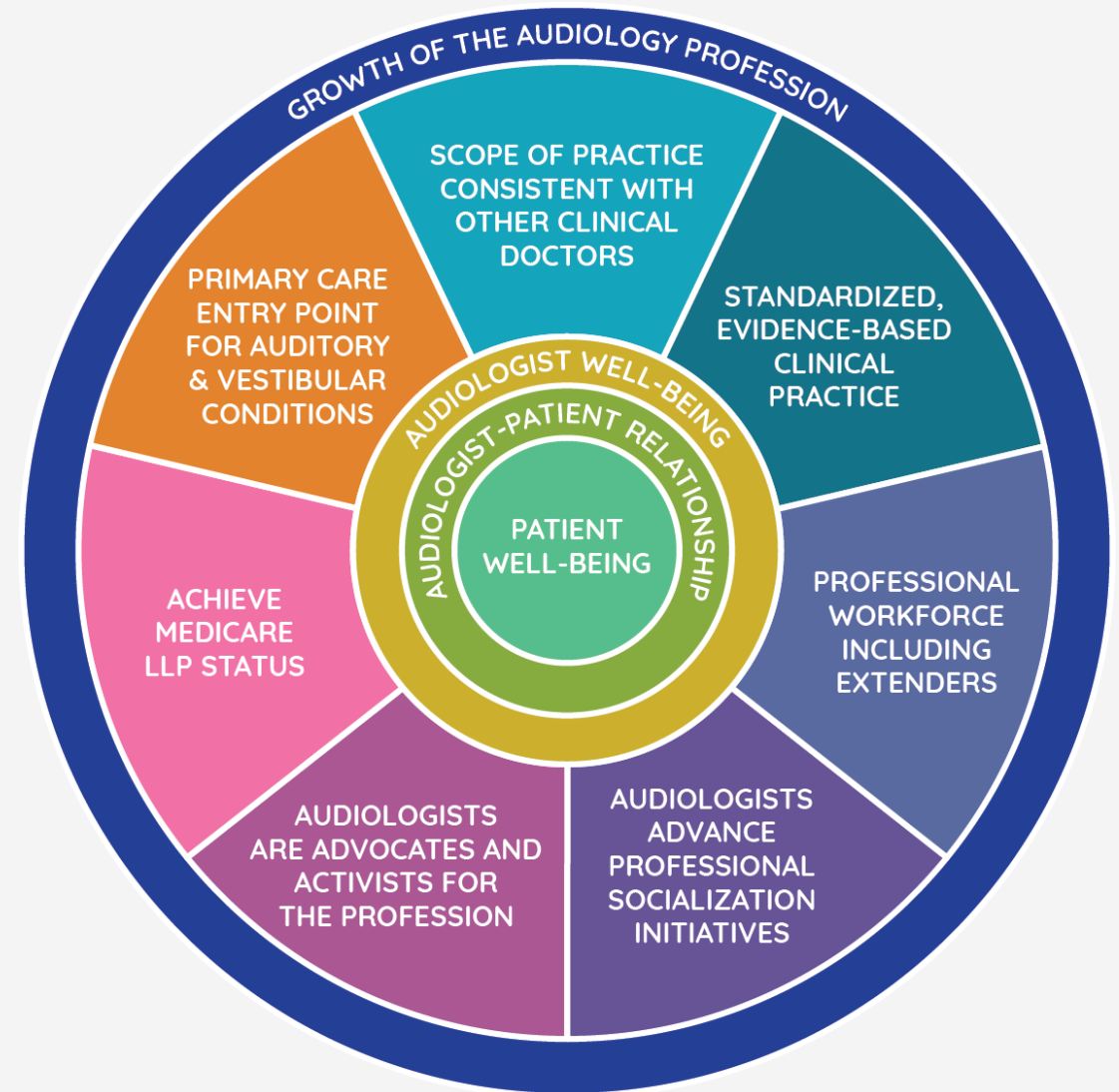
- AuDacity is built around interdisciplinary care
- Public health • neurotology • lifestyle medicine • oncology • gerontology
- Dentistry • chiropractic • veterinary medicine
- ACIA, ASHA, ATA, AAA, MAA representatives are here
- This is audiology as the primary entry point — not the downstream referral



PRIMARY CARE
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Tomorrow Night, We Operationalize the Plan

- Audiology 2050 Hackathon
Saturday, October 3rd
 - Reception from 5:00 p.m.
 - Hackathon 6:00 p.m. – 9:00 p.m.
- 135 attendees • 20 tables • 7 pillars
- Progressive brainstorming
- Each table turns a pillar into concrete, operational ideas
- Members and stakeholders write the next chapter together



In order for audiology to achieve its full potential as the clinical doctoring profession, described in Audiology 2050, we must demand more of ourselves and of others.

We have a duty to do more.

I dare you to doctor as if the
future of radiology depends
on it.

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ADA Awards

Craig W. Johnson Award

The Craig W. Johnson Audiology Advocate Award was established to honor the memory and accomplishments of Craig W. Johnson and is presented annually to an individual who has made significant contributions to the profession of audiology through federal and/or state advocacy.



Veronica Heide, Au.D.

Eric N. Hagberg Student Advocacy Award

The Eric N. Hagberg Student Advocacy Award recognizes an ADA student member who demonstrates outstanding effort to advocate for the profession of audiology and the patients we serve.



Teresa Krogmann

State Advocacy Award

The State Association Advocacy Award is presented annually to a state audiology association that has made significant contributions to the profession of audiology through state advocacy.



Illinois Academy of Audiology

Joel Wernick Award

The Joel Wernick Award is presented in recognition of an outstanding educational contribution within the profession of audiology or hearing science. Eligibility for the Joel Wernick Award is open to all individuals and institutions/organizations.



Jonette Owen, Au.D.

Leo Doerfler Award

The Leo Doerfler Award is awarded to recognize an audiologist who has demonstrated outstanding clinical services in the community throughout his/her career. Eligibility for the Doerfler Award is open to ADA members who are private practitioners.



Laura Pratesi, Au.D.

ADA President's Award



Laurel Gregory, MA

ADA Practice Accreditation

ADA Practice Accreditation is designed to strengthen and streamline practice operations, align with evidence-based standards, and demonstrate accountability to patients and payers.



Coates Hearing Clinic



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