



Bridging Gaps In Hearing Care:
Enhancing Patient Access and
Practice Efficiency

Speakers



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Professional Disclosures

- Nancy Groen and McKayla MacDonell are employed full-time with SHOEBOX.
- SHOEBOX specializes in automated, remote, and digital computer and tablet-based audiometric solutions.

Learning Objectives

- ✓ Apply strategies for integrating hearing screeners and digital audiometers into clinical workflows to improve practice efficiency and service delivery
- ✓ Analyze solutions that can expand patient access by addressing logistical and accessibility barriers in diverse care settings
- ✓ Demonstrate practical methods for leveraging tools to enhance patient engagement and strengthen a clinic's presence in the community

Understanding Common Needs in Our Industry



Meet Molly

- Private Practice Audiologist for 3 years
- Wants to increase referrals to create more consistent patient flow

Meet Sandra and Pete

- In private practice for 15 years
- Competition is growing and they are looking for ways to stay relevant



Meet Ravi

- ENT Audiologist
- Schedule is 6+ weeks for new hearing aid patients affecting treatment rate

Meet Diane

- Multi-practice owner
- Difficulty keeping locations staffed and schedule consistent between sites



And Providing Solutions



**In-person
Hearing
Screeners**

**Boothless
Automated
Audiometers**



**Online Hearing
Screeners**

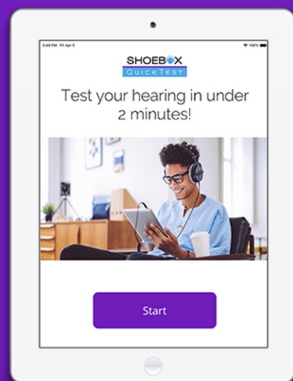
**Boothless
Diagnostic
Audiometers**



A Solution for Every Need

Screeners

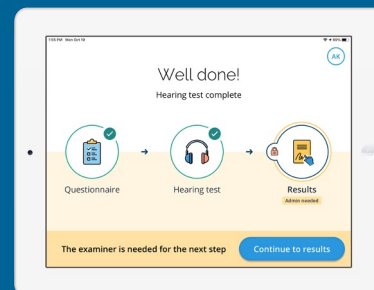
Boothless Audiometers



In-person



Online



Automated

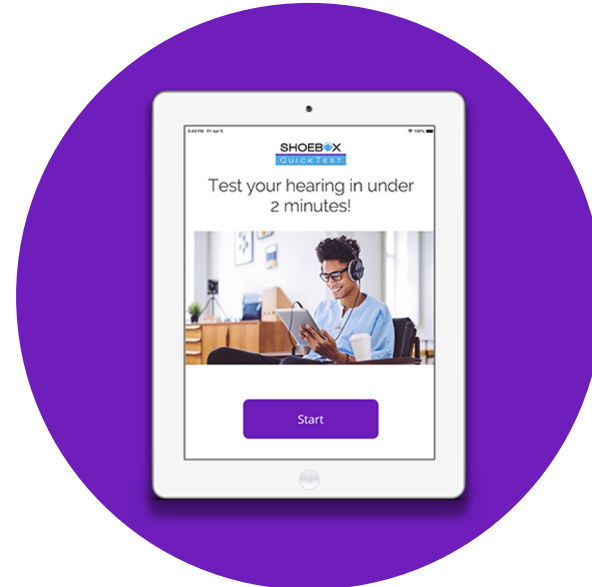


Comprehensive



Molly

- Private Practice Audiologist for 3 years
- Wants to increase referrals to create more consistent patient flow

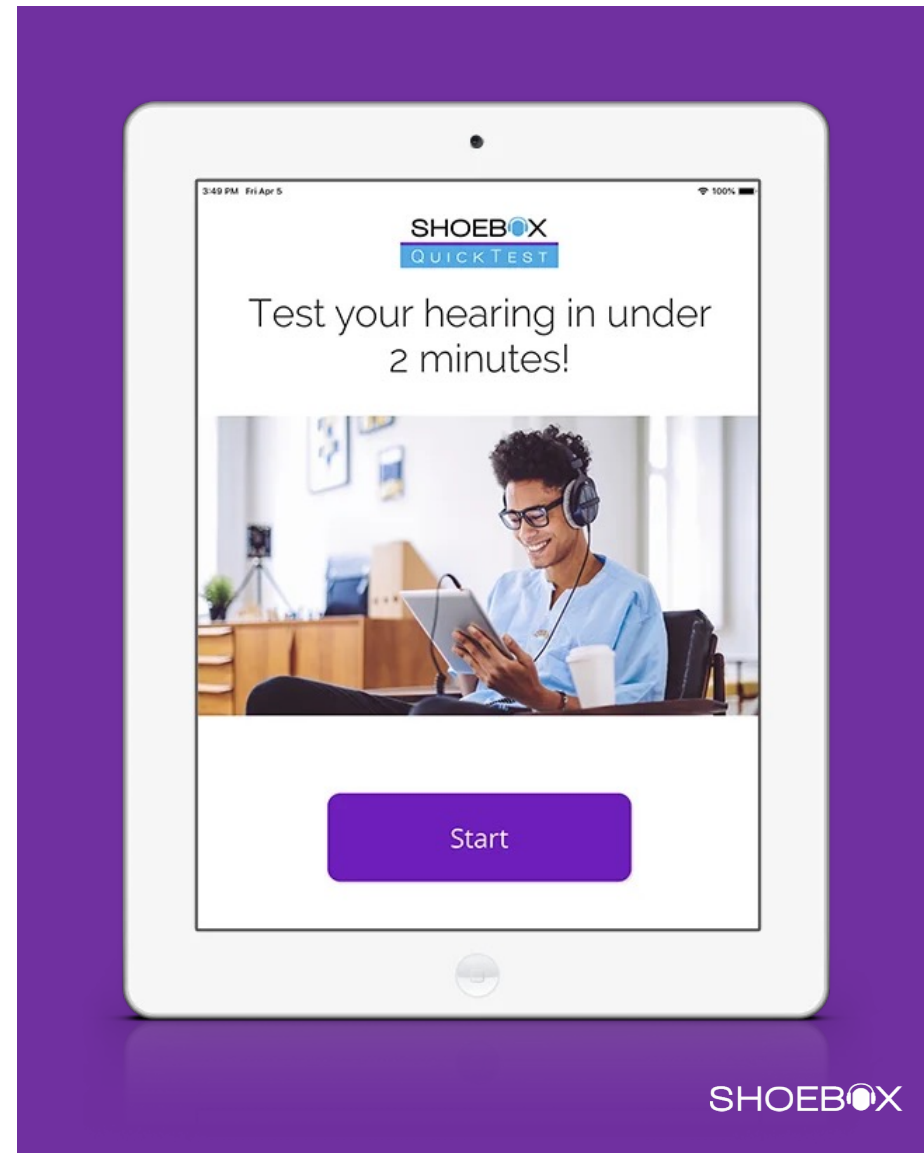


iPad-based Hearing Screener

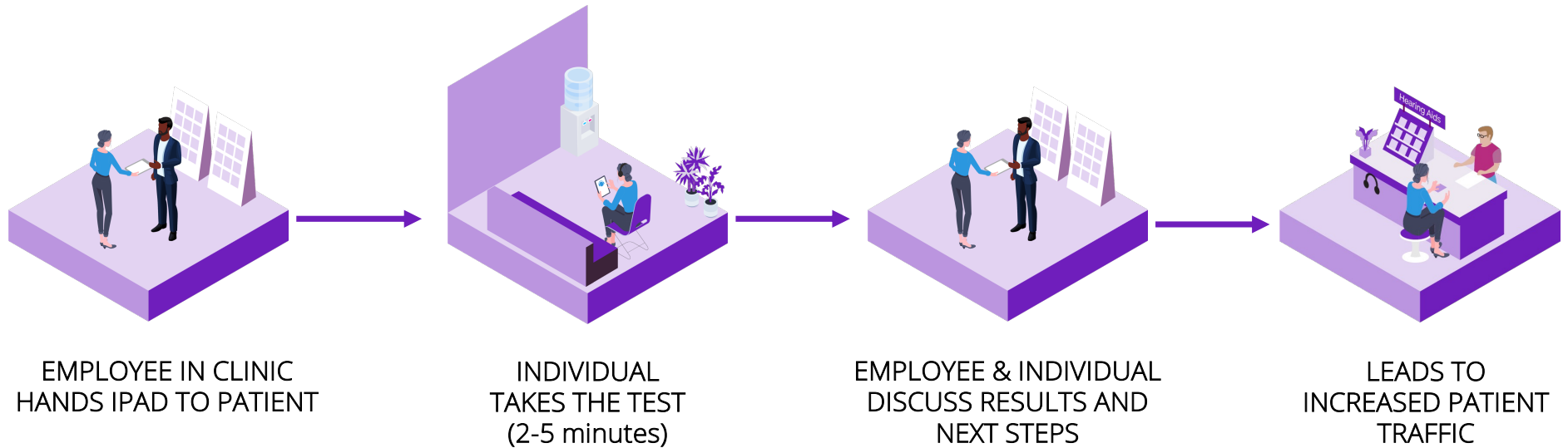
iPad-based Hearing Screener

What to look for

- 1 Customizable to reflect your testing environment and ideal test flow
- 2 Intuitive, easy to place in busy areas & available in many languages
- 3 Estimate hearing levels before booking assessments
- 4 Data management portal helps triage more effectively and drive more patient traffic to clinics



In-Person Screening



Hearing Screenings in Primary Care



CONVENIENCE

Patients are already
in the clinic



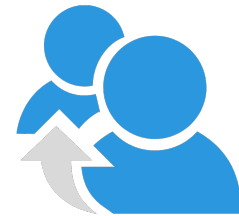
QUALITY OF CARE

Enhance patient care
and outcomes



COMPREHENSION

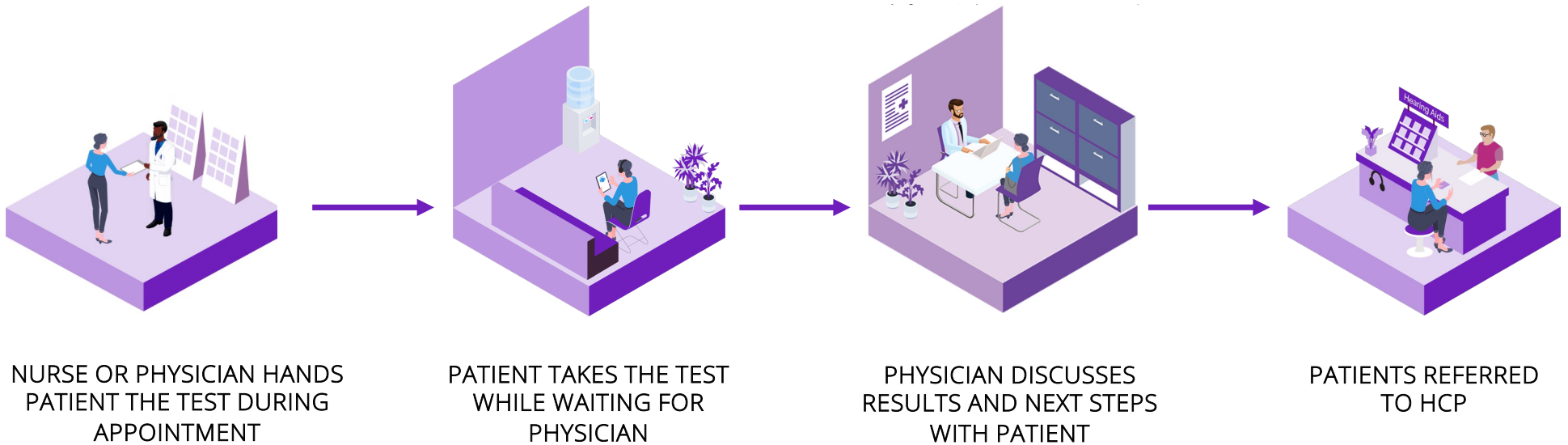
Improve communication
during the appointment



REFERRALS

Refer patients to the
right specialist

Physician Referral Program

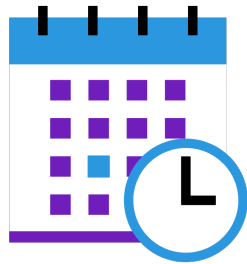


Tips For Establishing Partnerships



BUILD RELATIONSHIPS

Get to know the clinic workflow and priorities



ROUTINE CHECK-INS

Schedule information sessions



SHOW THE VALUE

Use demos and handouts



EMPHASIZE MUTUAL BENEFIT

More care for patients without added burden for physicians

Benefits for All



Audiologist

- ✓ Receives lead directly versus waiting for referral or patient to call
- ✓ Multiple use cases



Physician

- ✓ Provides more comprehensive health examination in less than 5 min
- ✓ Can help alleviate long patient wait times

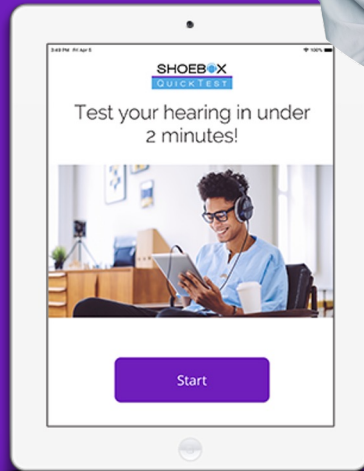


Patient

- ✓ Receives insight on hearing health
- ✓ Direct connection with a hearing care provider

More Ways to Use an iPad Based Screener





Now, Molly can easily...

- ✓ Estimate hearing levels before booking diagnostic appointments
- ✓ Establish relationships with physicians
- ✓ Drive more qualified patient traffic to her clinic



Sandra and Pete

- In private practice for 15 years
- Competition is growing and they are looking for ways to stay relevant

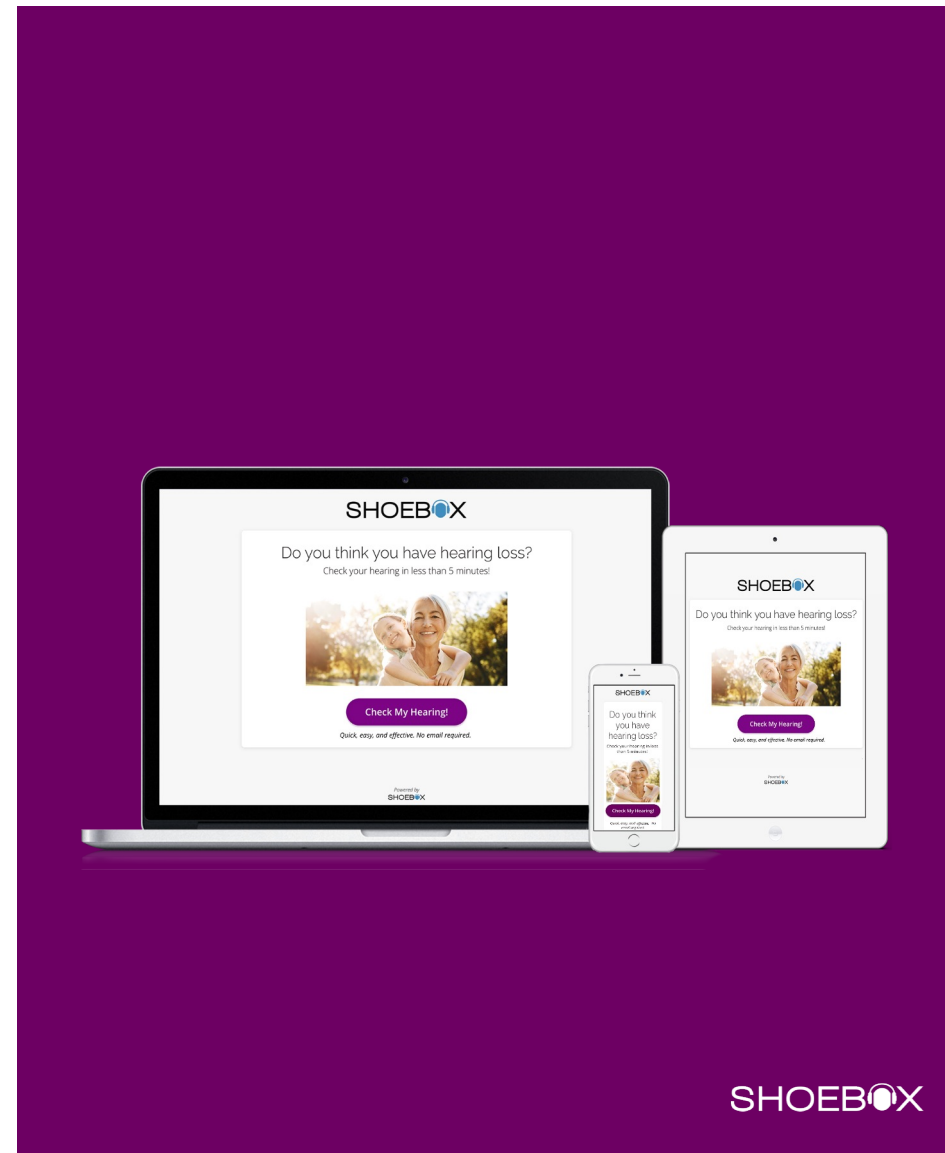


Online Hearing Screener

Online Hearing Screener

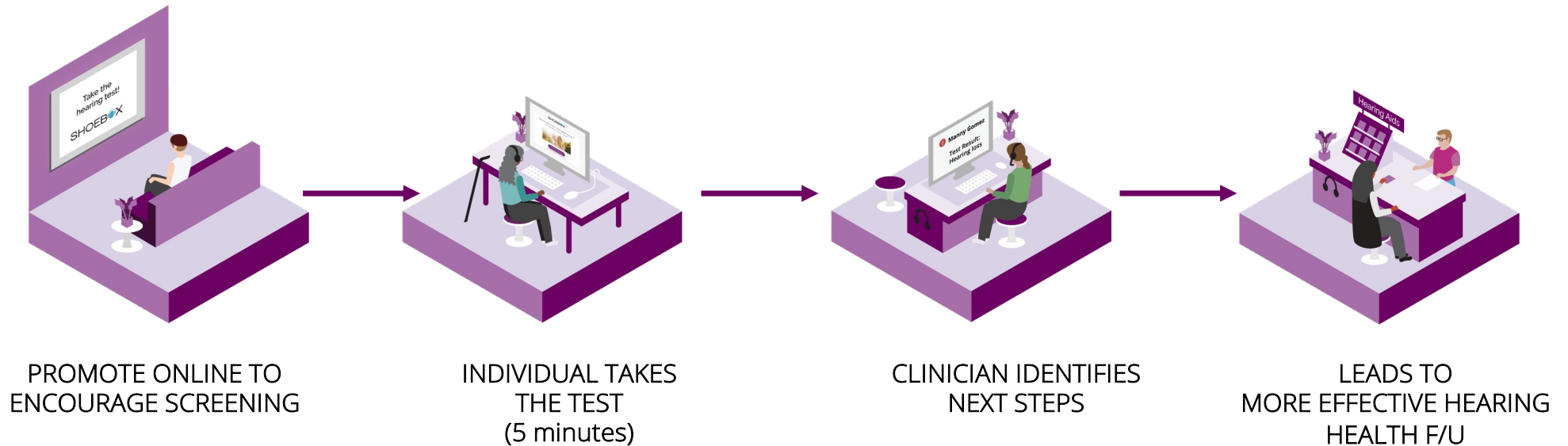
What to look for

- 1 Integrates with your clinic website and available in many languages
- 2 Easy to promote to reach more people
- 3 Estimate hearing levels before booking in-person assessments
- 4 Data management portal helps triage more effectively and drive more patient traffic to clinics



Remote Screening

Reach a wider audience and triage patients more effectively



Best Practice for Following Up

- Follow up within 1 hour (7x more likely to engage)
- If not, follow up within 24 hours
- Use multiple channels (phone calls, emails, etc.)
- Personalize messaging and avoid generic follow-ups
- If no response, follow up again in 2-3 days





Now, Sandra and Pete can easily...

- ✓ Reach a wider audience
- ✓ Drive more patient traffic to their clinic
- ✓ Stay relevant in a digital world

Additional Considerations for Hearing Screeners



SCREENING ACCURACY

- Minimal false positives & false negatives
- Maintain your credibility
- Spend more time with patients who have hearing loss



USER EXPERIENCE

- Start of the patient journey
- Higher completion rates
- Engagement and motivation to take on the next step



Ravi

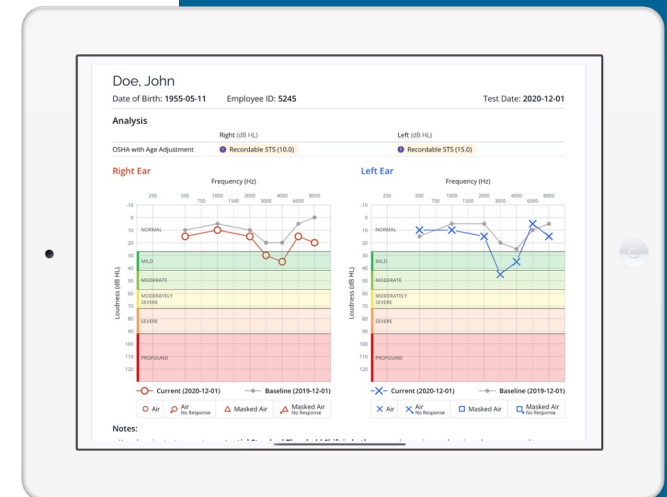
- ENT Audiologist
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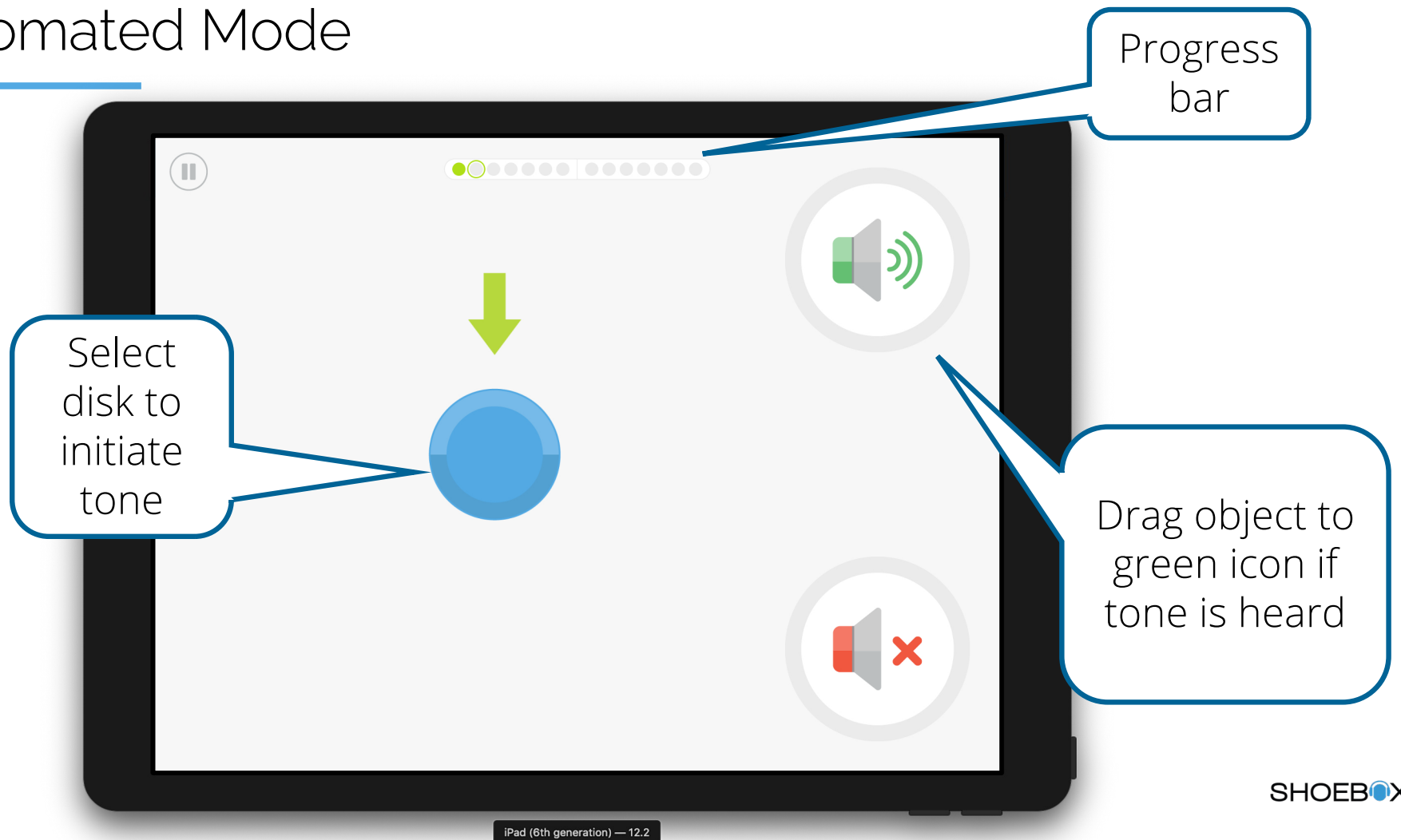
Automated Boothless iPad-based Audiometer

What To Look For In Automated iPad Audiometer

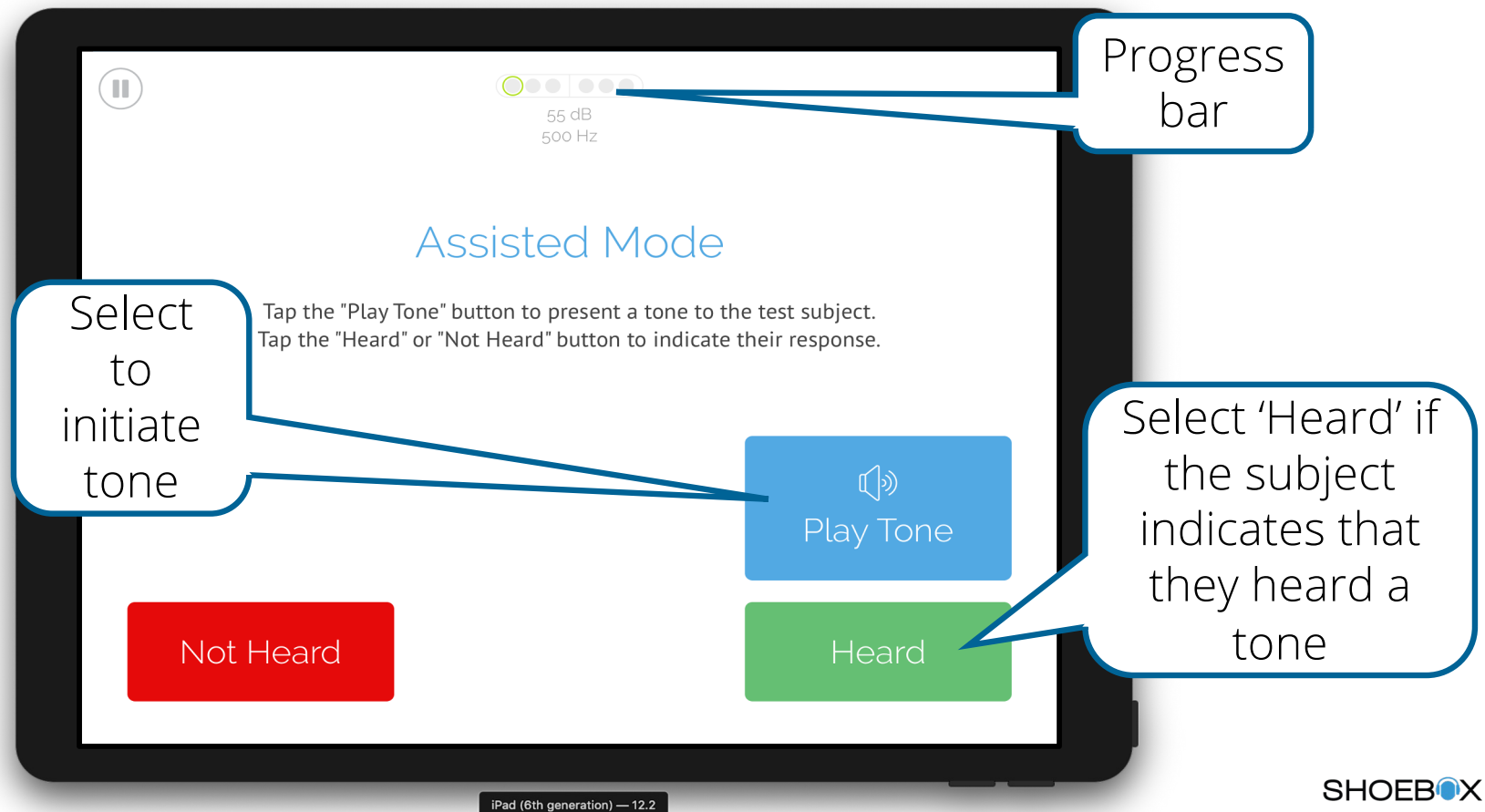
- 1 Highly-validated modified Hughson-Westlake test algorithm
- 2 Automated and Assisted Mode testing for non-hearing healthcare professionals
- 3 Centralized HIPAA-compliant web portal - manage multiple iPad-based audiometers
- 4 Test in any noise-compliant environment with fully offline capabilities



Automated Mode

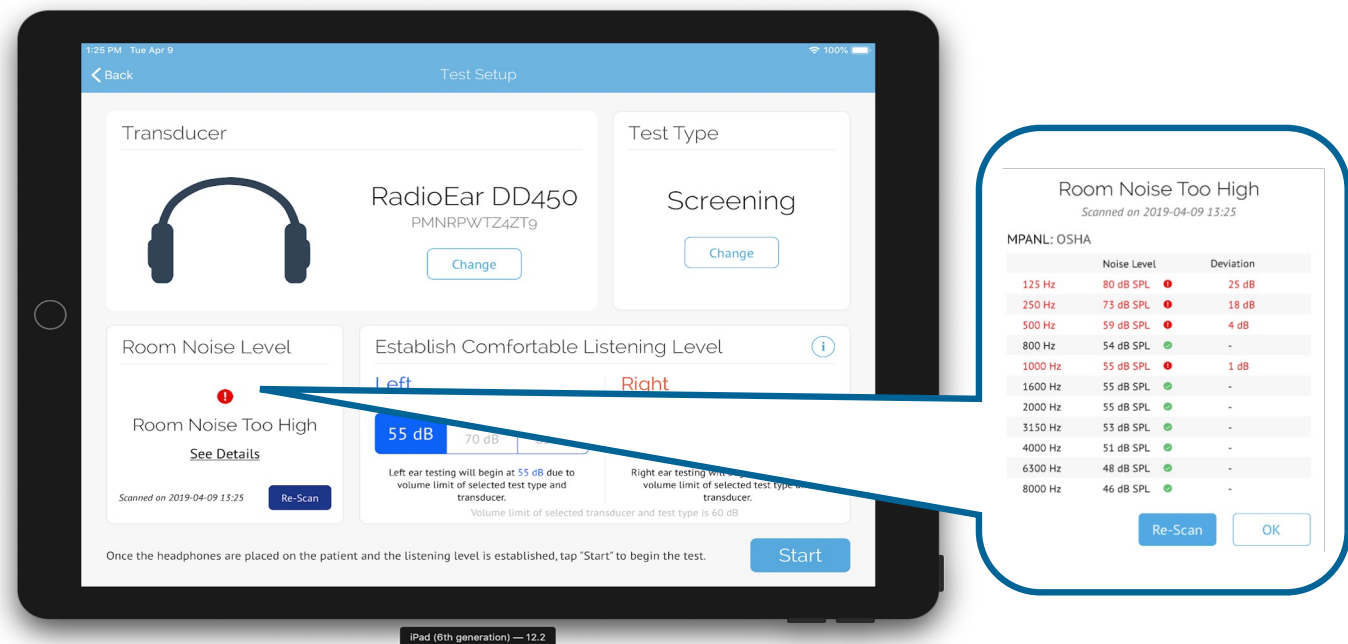


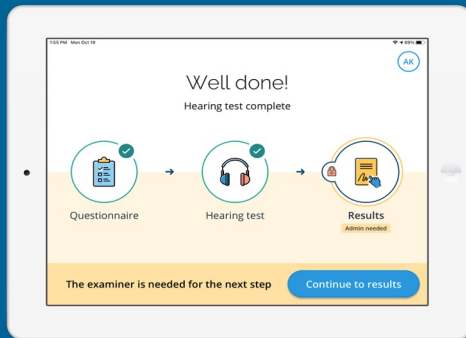
Assisted Mode



Ambient Noise Monitoring

- Maximum Permissible Ambient Noise Levels (MPANLs)





Now, Ravi can easily...

- ✓ Triage patients with good hearing
- ✓ Spend more time with new patients
- ✓ Decrease wait times



Diane

- Multi-practice owner
- Difficulty keeping locations staffed and schedule consistent between sites

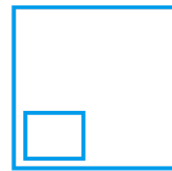


Web-based Boothless Diagnostic Audiometer

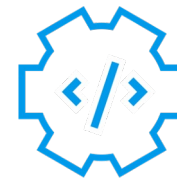
Going Beyond Traditional Setups



REPLACING EQUIPMENT



SPACE-LIMITING



INSTALLATION & CALIBRATION



LOCATION-LIMITING



RELIES ON THE
PATIENT TRAVELLING



IMMUNOCOMPROMISED
POPULATION

What To Look For In A Web-based Boothless

What to look for

- 1 Web-based diagnostic testing inside or outside of a soundbooth
- 2 Portable, small footprint in-clinic and tele-audiology functionality for in-person, mobile, or remote care
- 3 Air conduction, bone conduction, speech testing & video-otoscopy
- 4 HIPAA compliant paperless clinic records and interfaces directly with NOAH



SHOEBOX

In-person/In-clinic

Clinically accurate
diagnostic testing in noise
compliant rooms.



Portable

Engage the community with a clinically-valid tool that travels with you.



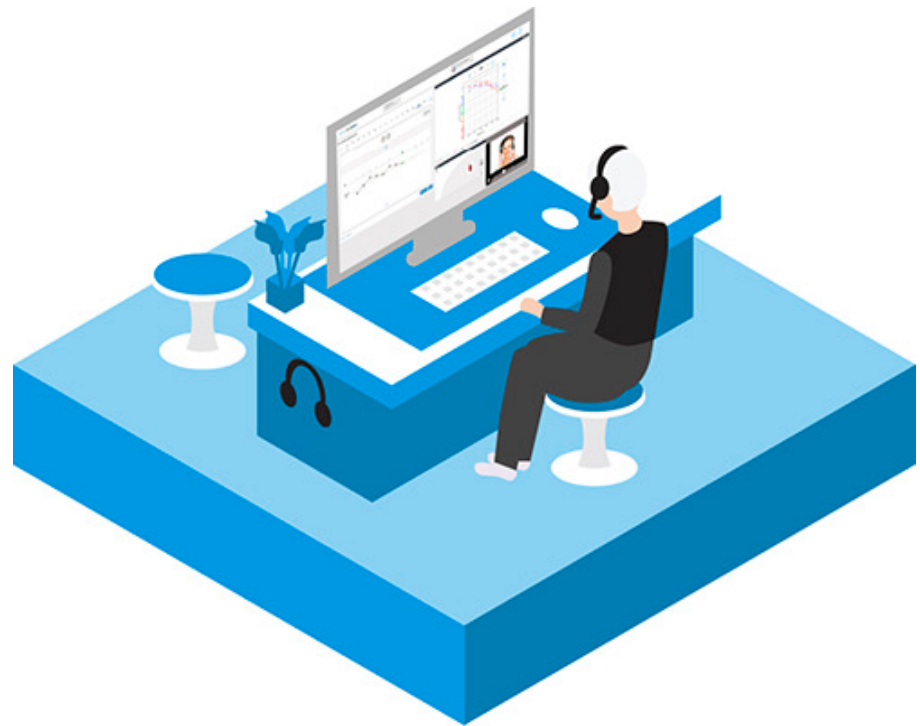
LIGHTWEIGHT EQUIPMENT



TESTING AREA FLEXIBILITY

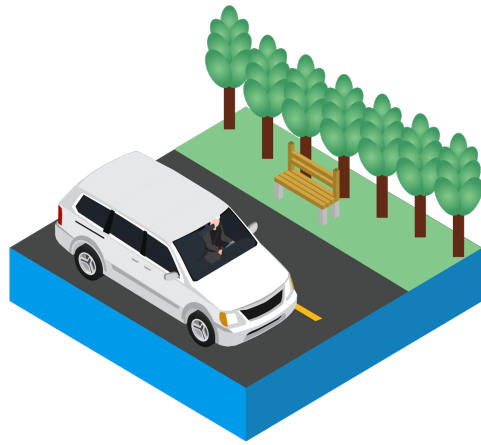
Remote Testing: Busy Clinic Alleviation

Increase your capacity to test patients with audiologists in other areas.



Remote Testing: Satellite Locations

Expand your business by reaching patients in new areas.



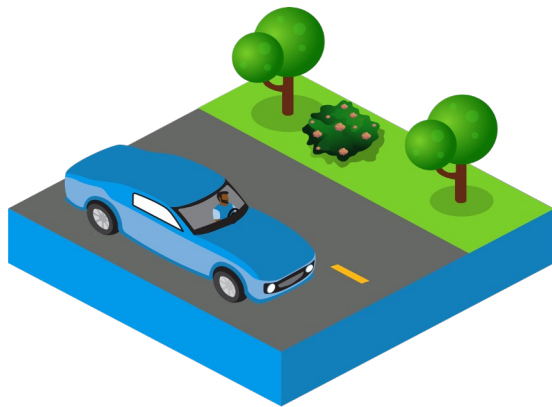
**SHORTER DISTANCE FOR
PATIENT TO TRAVEL**



ASSISTED DIAGNOSTICS

Remote Testing: In-home Care

Connect with patients where they are.



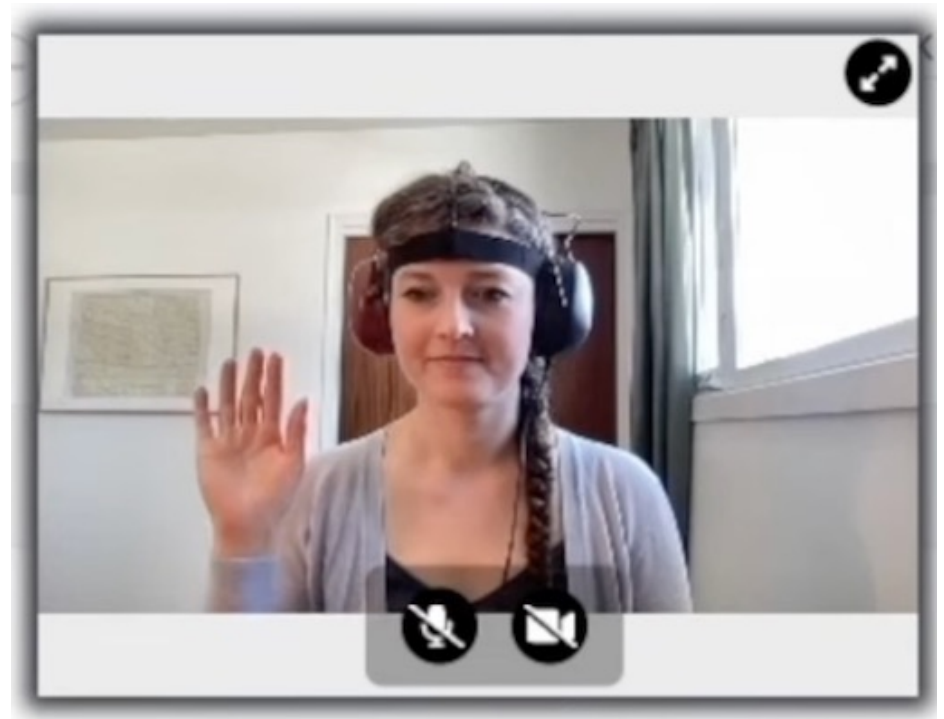
**TECHNICIAN TRAVELS
(LIGHTWEIGHT EQUIPMENT)**



ASSISTED DIAGNOSTICS

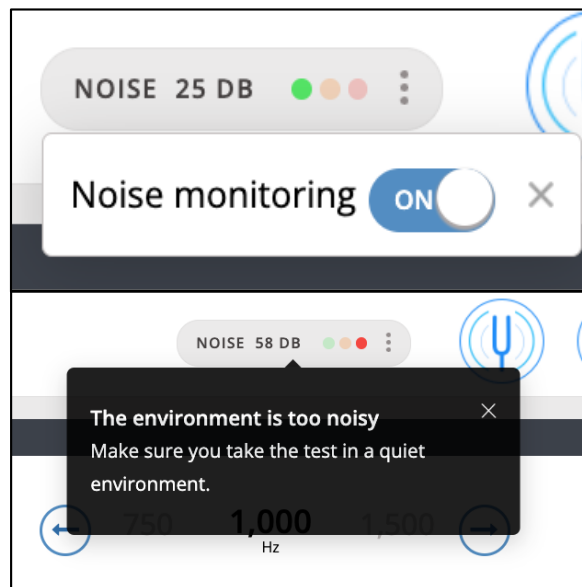
Forehead Bone Testing with Ears Occluded

- ✓ Technician can securely and accurately place oscillator on forehead
- ✓ Allows for the combined use with circumaural headphones
- ✓ Necessary for testing outside of a soundbooth



Noise Monitoring

Active continuous and dynamic noise-monitoring using ANSI-compliant methodology

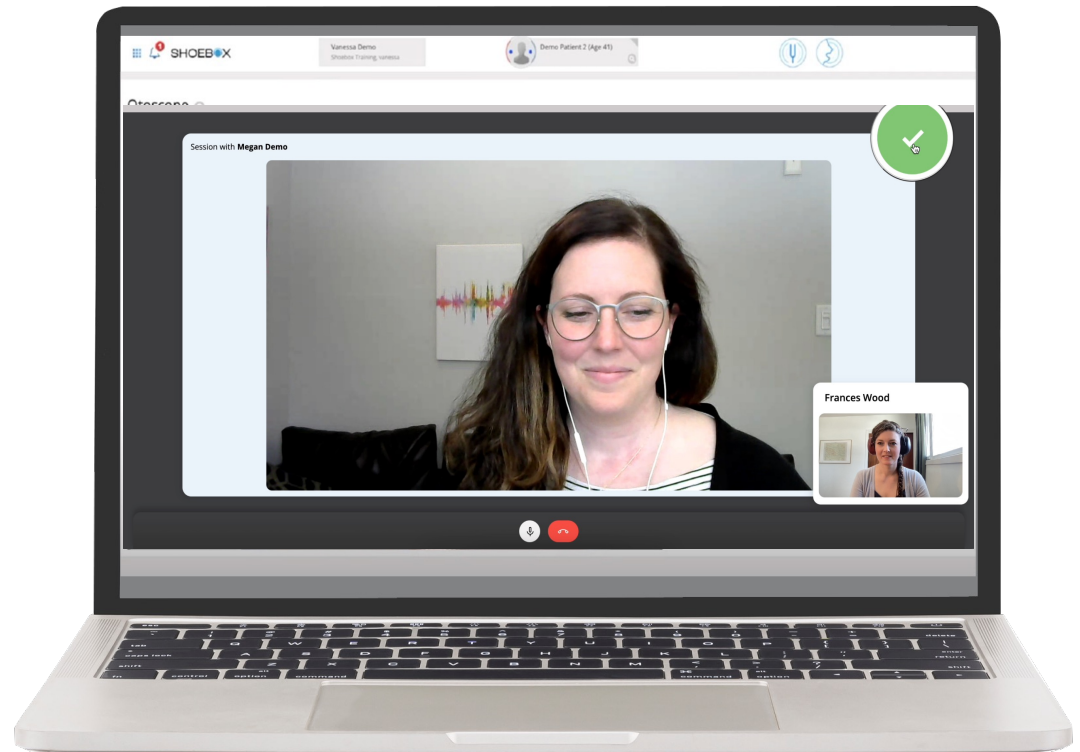


Class II external microphone



Tips for Remote Testing Success

- ✓ Technician involvement
- ✓ Face the camera
- ✓ Set expectations





Now, Diane can easily...

- ✓ Grow her business in innovative ways
- ✓ Improve accessibility and convenience for patients
- ✓ Optimize clinic space and resources
- ✓ Have better scheduling consistency and staffing across locations
- ✓ Optimize HCP time & reduce wait times
- ✓ Offer more patient-centric care



Drive more patient traffic to clinics with
IN-PERSON AND ONLINE SCREENERS



Triage and reduce wait times with
AUTOMATED AUDIOMETRY



Test patients outside of the booth
WEB-BASED AUDIOMETERS

- Audacity reminder – if not attending here is a QR code...