

The Indispensable Audiologist: Advocacy Tools to Grow Recognition, Referrals, and Resources

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Speaker Disclosure

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Agenda

- Need for practice-level advocacy tools and support
- Overview of ASHA resources and tools (e.g., Demonstration of Value Factsheets, NOMS)
- Case scenarios/practical examples of practice-level advocacy using available resources
- How to get started

Learning Outcomes

- Identify opportunities for practice-level advocacy
- Locate data-focused tools and resources to support your advocacy efforts
- Utilize these resources to demonstrate the value of the services you provide to a variety of audiences



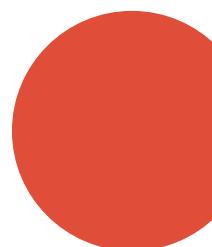
Practice-Level Advocacy



asha.org/advocacy

Need for Practice-Level Advocacy (Plus Tools & Support)

Keeping audiology at the forefront
in an everchanging landscape



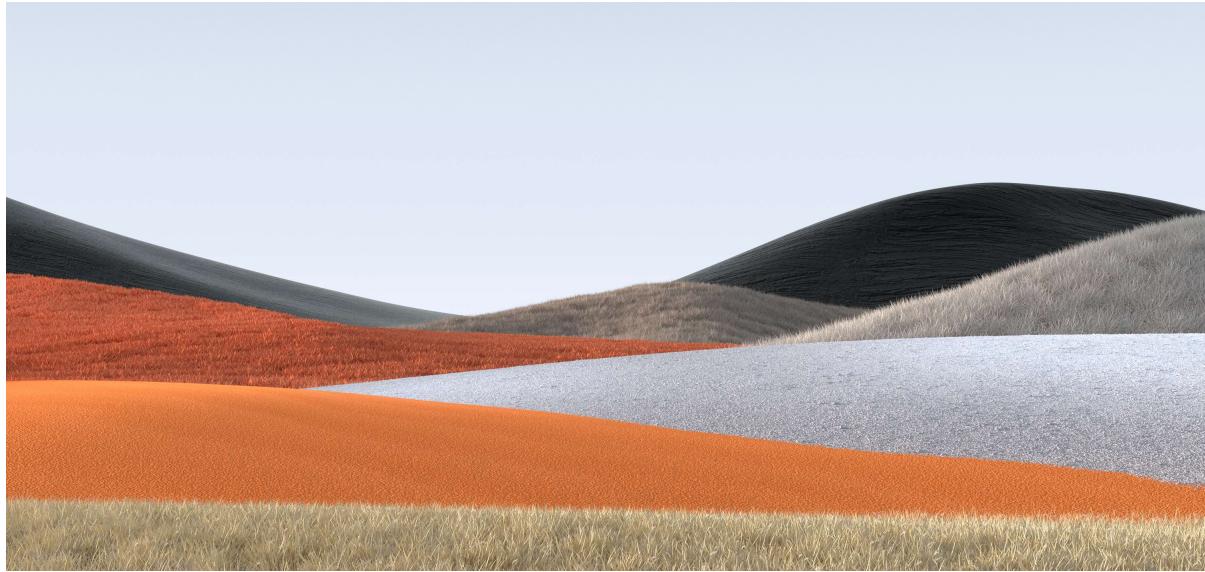


Central Stakeholders of Hearing Healthcare



- Inform
- Educate
- Spread awareness
- Advocate

Changing Landscape



Create a Community for Yourself



- Define yourself as the audiologist who is *integral* to the care of those with or at risk of hearing loss, tinnitus, and balance disorders
- Establish referral sources from other professionals
- Get a seat at the table and advocate for your inclusion in relevant care pathways

YOU are the expert of your craft.
...ASHA is here to help spread the word.

ASHA's Suite of Evidence-Based Resources

Unlock your value with data



ASHA Resources to Support You



Demonstration of Value Factsheets

National Outcomes Measurement System (NOMS)

Evidence Maps/Practice Portal

Demonstration of Value Factsheets

Demonstration of Value Factsheets

AUDIOLOGIST DATA

- Balance and Dizziness
- Diabetes Care
- Hearing Aid Fitting Process: Real-Ear Measurement
- Hearing Loss and Cognitive Decline/Dementia
- Ototoxicity
- Telepractice

SLP DATA

- Acute Care
- Adults and Adolescents Who Stutter
- Children Who Stutter
- Cognitive Rehabilitation for Adults With Acquired Brain Injury
- Multilingual Service Providers
- Parkinson's Disease: Immediate Impact
- Parkinson's Disease: Long-Term Impact
- Pediatric Feeding and Swallowing Disorders
- Prophylactic Treatment of Head and Neck Cancer
- School-Based Services for Adolescents
- School-Based Services for Elementary School Children
- School-Based Services for Preschoolers
- School-Based Services: Prevention and Response to Intervention
- Telepractice

20 current
factsheets
and
growing!

Developing a Factsheet

1. Topic Selection

2. Search the Literature

3. Select Relevant Studies

5. Compile and Organize

4. Extract Data

New
Factsheet!



www.asha.org/research/ebp/demonstrating-your-value/

Demonstration of Value Library

The Demonstration of Value Library is a collection of advocacy tools designed to help audiologists demonstrate the value of their services. The library includes the following resources:

- The Value of Audiologists in the Assessment and Treatment of Balance and Dizziness**: This resource highlights the impact of audiologists in balance and dizziness care, including statistics on patient outcomes and the cost of unnecessary services.
- The Value of Audiologists in the Care Schedule of Patients Receiving Otoxic Medications**: This resource discusses the risks of ototoxic medications and the importance of audiologists in monitoring and managing hearing loss.
- The Value of Audiology: Hearing Loss and Cognitive Decline/Dementia**: This resource emphasizes the link between hearing loss and cognitive decline, and the role of audiologists in managing this risk.
- The Benefits of Telepractice in Audiology**: This resource highlights the convenience and effectiveness of telepractice for audiology services.
- Additional resources**: The library also includes sections on specialized assessments, speech intelligibility, patient satisfaction, treatment symptoms, and hearing aid fit and acceptability.

Ready for Prime Time!

- Easily download and print the PDFs
- Then...
 - Share with other healthcare professionals to highlight inclusion of your services in the care of their patients
 - Use with administrators or other decision makers during critical conversations
 - Display in waiting room or on social media
 - Provide information to the community



National Outcomes Measurement System (NOMS)

What is NOMS?

- A voluntary clinical data registry (data collection and reporting) for audiology and speech-language pathology (SLP) services
- Benchmarks the outcomes of individuals receiving audiology and SLP services against the national aggregate
- Provides data needed for demonstration of value and quality improvement

NOMS
Components

Data
Collection

Reports



<https://asha.org/noms>

Free ASHA Member Benefit!

The image shows the NOMS (ASHA's National Outcomes Measurement System) logo and website URL. A large blue starburst graphic contains the text "Free ASHA Member Benefit!". To the right is a laptop displaying the NOMS software interface, showing a list of patient records with columns for Record ID, Clinician, Conditions, Facility, Last Modified, Status, and Actions.

Individualized Dashboards and Reports



The image displays a detailed view of the NOMS dashboard and reporting features. The dashboard includes sections for Data Submission Compliance, NOMS Eligibility, and various performance metrics. One section shows the "Percent of Patients who Received Aural Rehabilitation" across Facility, Organization, and National levels. Another section shows the "Percent of Patients whose Vertigo/Imbalance/Dizziness was Resolved following Canalith Repositioning". To the right, a detailed report titled "Hearing Loss Configuration" provides a breakdown of hearing loss types (Rising, Trough, Peaked, Flat) with corresponding percentages. Below this is a table titled "National-HHIE Handicap Category Change by Score on Intake - Initial Use of Amplification". The bottom right corner of the dashboard area contains the text "NOMS Audiology Registry report sample."

Includes the Audiology Core Outcome Set*

Understanding speech in complex noise

- Abbreviated Profile of Hearing Aid Benefit (APHAB)
- Words-in-Noise (WIN) test

Hearing-related psychosocial health

- Revised Hearing Handicap Inventory (RHHI)



*National Academies of Sciences, Engineering, and Medicine. 2025. *Measuring Meaningful Outcomes for Adult Hearing Health Interventions*. Washington, DC: The National Academies Press. <https://doi.org/10.17226/29104>.

Other ASHA Resources: Evidence Maps & Practice Portal

Evidence Maps

<https://apps.asha.org/evidenceMaps>



The Evidence Maps website interface. On the left, there is a magnifying glass icon over a document icon. An orange arrow points from this icon to the search bar on the right. The search bar has a placeholder 'Search the Evidence Maps' and a 'Search' button. Below the search bar are two 'Refine by Type' buttons: 'SLP' and 'Audiology', with 'Audiology' circled in orange. To the right of these are 'Refine by Age' buttons for 'Pediatric' and 'Adult'. The main content area is a list of disorders categorized by letter: 'A' (Acquired Brain Injury, Amyotrophic Lateral Sclerosis, Aphasia, Apraxia of Speech, Attention Deficit Hyperactivity Disorder, Auditory Neuropathy Spectrum Disorder, Augmentative and Alternative Communication, Autism), 'B' (Balance System Disorders), and 'C' (Central Auditory Processing Disorder, Cerebral Palsy, Chronic Cough). To the right of the main content are 'RESOURCES' and 'GIVE US FEEDBACK' sections.

Practice Portal

www.asha.org/practice-portal



The Practice Portal website interface. At the top, there are four categories: 'Clinical Topics' (Curated and peer reviewed content on clinical topics), 'Professional Issues' (Curated and peer reviewed content on professional issues), 'Handouts' (Consumer resources for clients and patients), and 'Tools and Templates' (Resources to help guide your clinical practice). Below these are sections for 'TOPICS AND ISSUES' and a list of specific topics. The 'TOPICS AND ISSUES' section includes 'Clinical Topics' and 'Professional Issues'. The 'Clinical Topics' section lists: Accent Modification, Acquired Apraxia of Speech, Aerodigestive Disorders, Aphasia, Apraxia of Speech (Childhood), Audiology Assistants, Augmentative and Alternative Communication, Aural Rehabilitation for Adults, Autism Spectrum Disorder, Balance System Disorders, Caseload and Workload, Central Auditory Processing Disorder, Classroom Acoustics, Cleft Lip and Palate, Clinical Education and Supervision, Cochlear Implants, Collaborating With Interpreters, Translators, and Translators, Counseling in Audiology and Speech-Language Pathology, and Cultural Responsiveness. The 'Professional Issues' section lists: Dementia, Documentation in Health Care, Documentation in Schools, Documentation of Audiology Services, Dysarthria in Adults, Dysphagia (Adult), Early Intervention, Executive Function Deficits, Fluency Disorders, Gender Affirming Voice and Communication, Head and Neck Cancer, Hearing Aids (Adult), Hearing Aids (Children), Hearing Loss in Adults, Hearing Loss in Children, Hearing Screening (Childhood), Hearing Screening (Newborn), Intellectual Disability, Late Language Emergence, Language and Communication of Deaf and Hard of Hearing Children, and Multilingual Service Delivery in Audiology and Speech-Language Pathology. Other sections include 'Handouts' and 'Tools and Templates'.

Case Scenarios



Making the importance of hearing healthcare (and yourself) known within the community is KEY to success!

Equip Yourself with Data

- Tell the story, both the *problem* and the *solution*, using **numbers**
- Highlight examples of the benefits of audiological services including:
 - Improved clinical outcomes
 - Costs and cost savings
 - Enhanced patient care coordination





Key Audiences

- Healthcare professionals
- Administrators
- Patients or consumers

Scenario #1

You open an audiology private practice in a new town and:

- are seeking ways to establish a referral network among local providers.
- specialize in adult patients.
- provide comprehensive screening, assessment, and treatment services for hearing, tinnitus, and balance.



Audience: Healthcare Professionals

Primary Care Physicians

Demonstration of Value Factsheets

Audience: Healthcare Professionals

Other Relevant Healthcare Professionals

Oncologists

Endocrinologists

Geriatricians

Demonstration of Value Factsheets

Audience: Healthcare Professionals

Scenario #2

- You...
 - work in a busy audiology practice in New York City.
 - render services in-person only.
 - primarily provide hearing testing and hearing aid services.
- But there are patients who...
 - cannot come in for follow-up appointments due to their own work demands.
 - cannot access your office due to limited mobility.
 - prefer to access healthcare from the comfort of their home.

Audience: Administrators



Is Telepractice an Option?

Telepractice

This Map includes research on the provision of audiology and speech-language pathology services via telepractice. All populations, diagnoses, ages, and settings (e.g., healthcare, school) are included.

REFINE BY:
Type of Evidence: Scientific Evidence Clinical Expertise Client Perspectives
Demographic:
 Acquired Brain Injury (Not Specified)
 Acquired Cognitive/Learning Disabilities (Not Specified)
 Aphasia
 Aphasia, Developmental
 Balance Disorders
 COVID-19
 Dementia
 Developmental Disability and Delay
 Dystonia
 Dysphagia
 Hearing
 Head and Neck Cancer
 Intellectual Disability
 Language Disorders
 Mild Cognitive Impairment
 Multiple Sclerosis
 Neurofibromatosis
 Primary Progressive Aphasia
 Spasmodic Dysphonia
 Speech Sound Disorders
 Spoken Language Disorders
 Tinnitus
 Traumatic Brain Injury
 Voice Disorders
 Written Language Disorders
Population: Adults
 Children
Telepractice Considerations:
 Consistency for Treatment
 Documentation
 Technology Considerations

Results 100 of 100 for Telepractice

Sort By: Newest | Newest | Oldest | Oldest

Telepractice, Review

Web- and App-based Tools for Remote Hearing Assessment: A Scoping Review (2022)

Description

This scoping review identifies existing remote hearing assessment tools and explores their functionality and accuracy.

Conclusions from this Systematic Review

External Scientific Evidence

Demonstrated Accuracy of Mobile Health-based Audiometry for the Screening of Hearing Loss in Adults: A Systematic Review and Meta-Analysis (2022)

Description

This systematic review, review, and meta-analysis investigate the diagnostic accuracy of mobile health-based audiometry tests for assessing hearing loss in adults.

Conclusions from this Systematic Review

External Scientific Evidence

Newborn Studies Investigating the Accuracy of Reliability-based Pure-tone Audiometry (2022)

Description

This systematic review, review, and meta-analysis investigate the diagnostic accuracy of reliability-based pure-tone audiometry (0.90, 95% CI 0.80 to 0.99) for assessing mild hearing loss in high.

Read ASHA's Article Summary

Systematic Review

Efficacy of Remote Hearing-Aid Programming Using Teleaudiology: A Systematic Review (2022)

Description

This systematic review investigates the advantages and disadvantages of remote hearing aid

Telepractice

See the Telepractice Evidence Map for pertinent scientific evidence, expert opinion, and client/caregiver perspective.

Roles and Responsibilities

Roles and responsibilities for audiologists and speech-language pathologists (SLPs) in the provision of services via telepractice include:

- understanding and applying appropriate models of technology used to deliver services;
- understanding and applying the appropriate specifications, security, and operations of technology used in the delivery of services;
- calibrating and monitoring clinical instruments and telehealth equipment;
- selecting clients who are appropriate for assessment and intervention services via telepractice;
- selecting and using assessments and interventions that are appropriate and valid to the technology being used and that take into consideration client needs;
- being sensitive to cultural and linguistic variables that affect the identification, assessment, treatment, and management of communication disorders/differences in individuals receiving services;
- training and using support personnel and extenders (e.g., rehab technicians, family members, community workers, and speech-language pathology assistants and audiology assistants) appropriately when delivering services;
- being familiar with relevant tools and methods for evaluating and applying them to evaluate the effectiveness of services provided and to measure outcomes;
- maintaining appropriate documentation, including informed consent for use of telepractice and documentation of the telepractice encounter;
- being knowledgeable about and compliant with existing rules and regulations regarding telepractice, including security and privacy protections; reimbursement for services; and licensure, liability, and malpractice insurance.

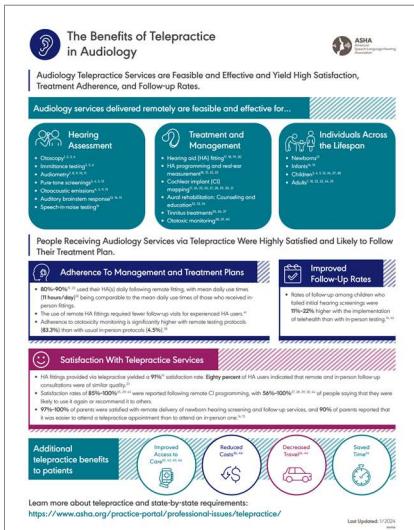
 ASHA Evidence Maps

 ASHA Practice Portal

Telepractice



Demonstration of Value Factsheets



Scenario #3

- You...
 - work in a hospital-based audiology clinic.
 - see a variety of pediatric and adult patients.
 - do not have real-ear measurement (REM) verification equipment.
- But, you...
 - know the importance of verification.
 - want to approach your administrators about obtaining REM equipment.

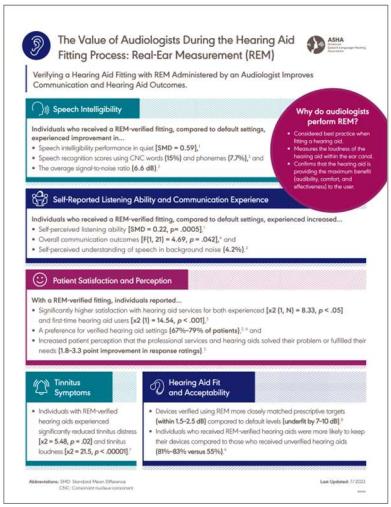
Audience: Administrators



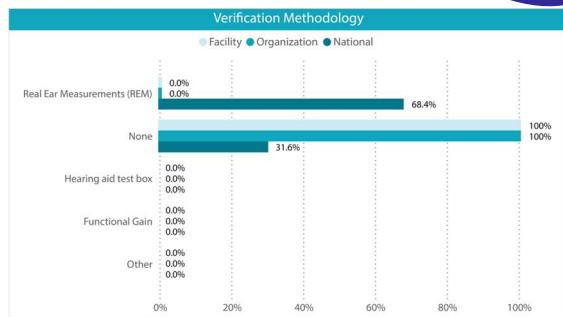
Real-Ear Measurements



Demonstration of Value Factsheets



Audience: Administrators



NOMS
ASHA's National Outcomes Measurement System

Scenario #4

- You are planning to increase your community outreach and promote hearing healthcare by:
 - Attending various community health fairs.
 - Presenting to local groups (e.g., businesses, social groups, active adult/retirement communities).
 - Visiting local assisted living and skilled nursing facilities to educate staff, residents, and care givers.



Audience: Patients/Consumers

Community Outreach Materials

Community Outreach Materials

1. The Value of Audiological Services in a Diabetes Care Schedule

2. The Value of Audiology: Hearing Loss and Cognitive Decline/Dementia

3. The Value of Audiologists in the Assessment and Treatment of Balance and Dizziness

4. The Audiologist's Role

5. Radiological Imaging: Reducing and Redesigning Patient Experience, Referral Patterns, and Collaboration

6. The Value of Audiologists in the Care Schedule of Patients Receiving Ototoxic Medications



Demonstration of Value Factsheets

Audience:
Patients/Consumers

How can you put this into action?

- Identify needs you currently face.
- Reflect on how you can create a plan of action.
- Locate ASHA tools and resources that enable the data to speak for you.
- Demonstrate the value of your services!

Learning Outcomes

- Identify opportunities for practice-level advocacy.
- Locate data-focused tools and resources to support your advocacy efforts.
- Utilize these resources to demonstrate the value of the services you provide to a variety of audiences.



Be indispensable!



Thank You for Attending!

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Suggestions, comments, or questions?

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