

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

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Speaker Disclosure

- Director of the National Center for Evidence-Based Practice (N-CEP) at ASHA
- Certified member of ASHA (CCC-A)



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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



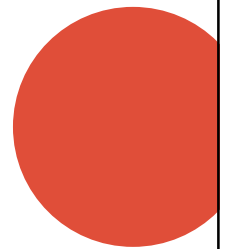
Practice-Level Advocacy



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

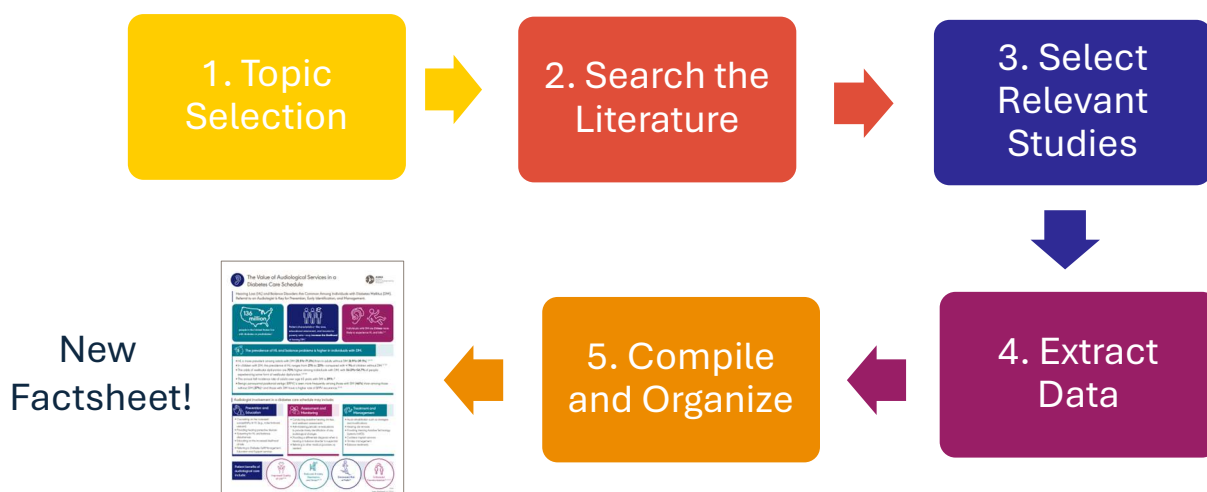
- Balance and Dizziness
- Diabetes Care
- Hearing Aid Fitting Process: Real-Ear Measurement
- Hearing Loss and Cognitive Decline/Dementia
- Ototoxicity
- Telepractice

20 current
factsheets
and
growing!

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

Developing a Factsheet



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

Demonstration of Value Library

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

The Value of Audiologists in the Care Schedule of Patients Receiving Otolotoxic Medications

The Value of Audiologists in the Care Schedule of Patients Receiving Otolotoxic Medications

The Value of Audiologists During the Fitting Process: Real-Ear Measurements

The Value of Audiologists: Hearing Loss and Cognitive Decline/Dementia

The Benefits of Telepractice in Audiology

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

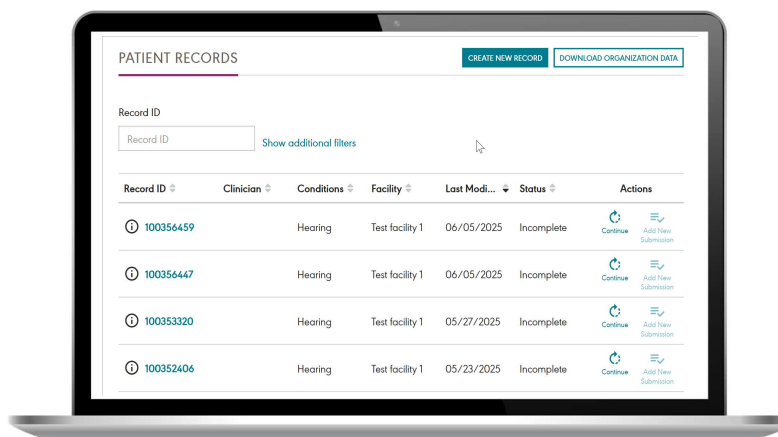


NOMS

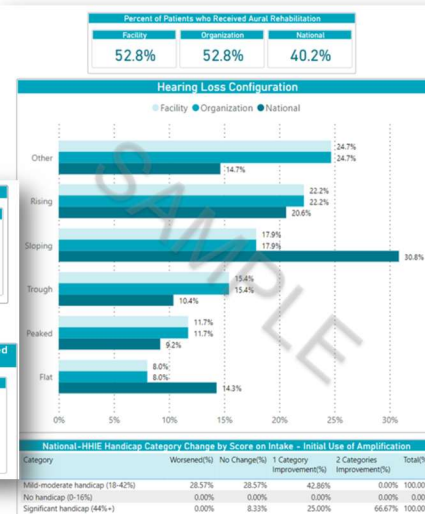
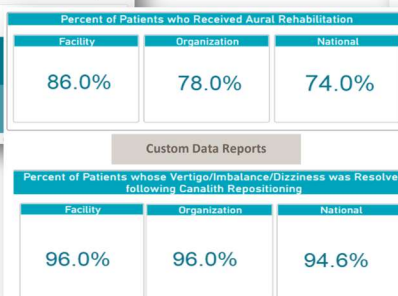
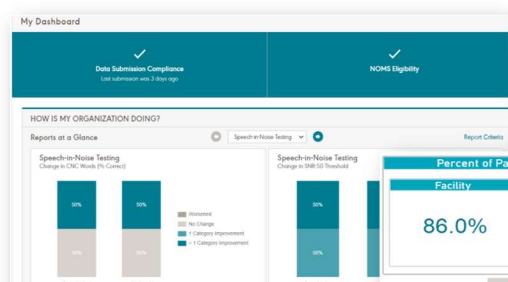
ASHA's National Outcomes
Measurement System

<https://asha.org/noms>

Free ASHA
Member Benefit!



Individualized Dashboards and Reports



NOMS Audiology Registry report sample.

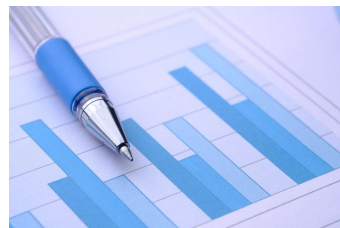
Includes the Audiology Core Outcome Set*

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>



SEARCH EVIDENCE MAPS

Search the Evidence Maps

Refine by Type: ☒ SLP ☒ **Audiology**

Refine by Age: ☐ Pediatric ☐ Adult

A

- Acquired Brain Injury (Adults)
- Amyotrophic Lateral Sclerosis (ALS)
- Aphasia
- Apraxia of Speech (Adults)
- Apraxia of Speech (Childhood)
- Attention Deficit Hyperactivity Disorder (ADHD)
- Auditory Neuropathy Spectrum Disorder (ANSD)
- Augmentative and Alternative Communication (AAC)
- Autism

B

- Balance System Disorders

C

- Central Auditory Processing Disorder (CAPD)
- Cerebral Palsy
- Chronic Cough

RESOURCES

[Learn About Our Process](#)
[More Evidence-Based Resources](#)

GIVE US FEEDBACK

[Send Questions or Comments](#)
[Suggest an Article](#)

Practice Portal

www.asha.org/practice-portal

Clinical Topics	Professional Issues	Handouts	Tools and Templates
Curated and peer reviewed content on clinical topics.	Curated and peer reviewed content on professional issues.	Consumer resources for clients and patients.	Resources to help guide your clinical practice.

TOPICS AND ISSUES

<ul style="list-style-type: none">• 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• Cultural Responsiveness	<ul style="list-style-type: none">• 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 (Adult)• Hearing Screening (Childhood)• Hearing Screening (Newborn)• Intellectual Disability• Late Language Emergence• Language and Communication of Deaf and Hard of Hearing Children	<ul style="list-style-type: none">• Multilingual Service Delivery in Audiology and Speech-Language Pathology• Neonatal Intensive Care Unit• Orofacial Myofunctional Disorders• Pediatric Feeding and Swallowing• Resonance Disorders• Right Hemisphere Disorder• Selective Mutism• Social Communication Disorder• Speech-Language Pathology Assistants• Speech Sound Disorders: Articulation and Phonology• Spoken Language Disorders• Superior Canal Dehiscence• Telepractice• Tinnitus and Hyperacusis• Tracheostomy and Ventilator Dependence• Traumatic Brain Injury (Adult)• Traumatic Brain Injury (Pediatric)• Unbundling Hearing Aid Sales• Voice Disorders• Written Language Disorders
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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

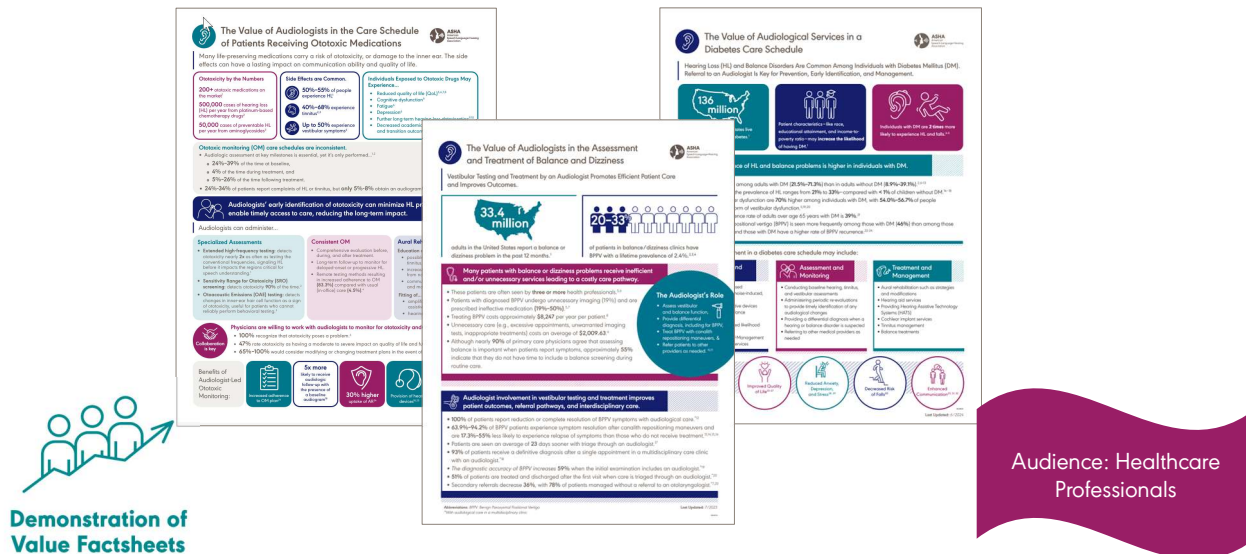
You open an audiology private practice in a new town and:

- 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.

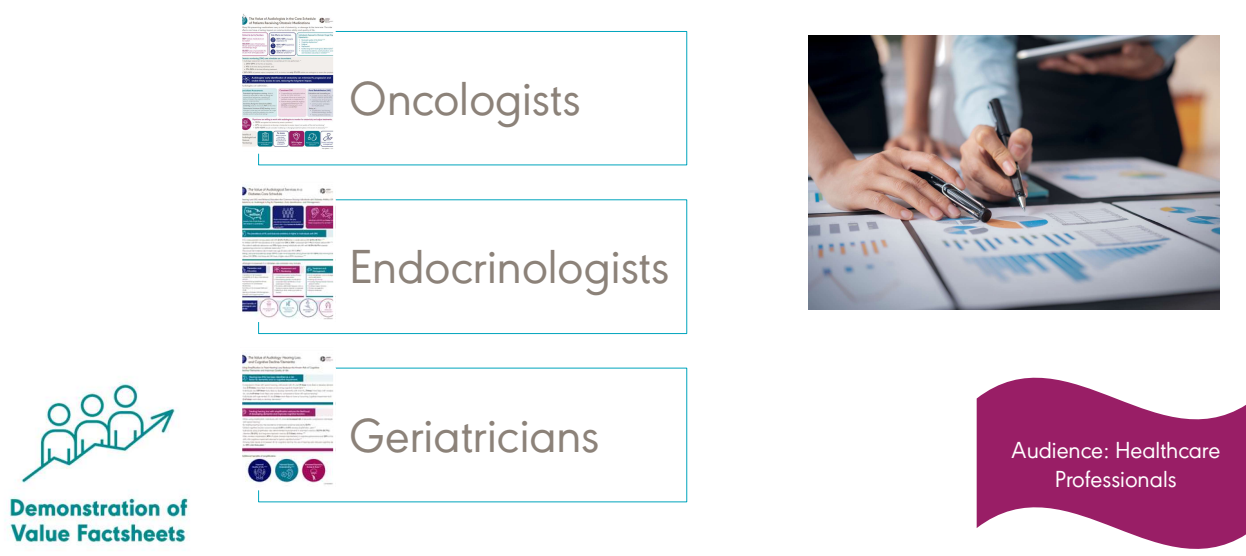


Audience: Healthcare Professionals

Primary Care Physicians



Other Relevant 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?

Audience: Administrators

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: Results: 110 of 110 for Telepractice Sort By: | View: + Clear All Items

Type of Evidence

- ☐ Systematic Evidence
- ☐ Clinical Expertise
- ☐ Case Reports

Diagnosis

- ☐ Acquired Brain Injury (Not Specified)
- ☐ Asymptomatic Latent Hearing Loss (ALHL)
- ☐ Aphasia
- ☐ Apraxia of Speech
- ☐ Autism
- ☐ Balance Disorders
- ☐ Cognition
- ☐ COVID-19
- ☐ Deafness
- ☐ Developmental Disability and Delay
- ☐ Dyslexia
- ☐ Dysgraphia
- ☐ Dyspraxia
- ☐ Hearing Loss
- ☐ Intellectual Disability
- ☐ Language
- ☐ Language Development
- ☐ Multiple Sclerosis
- ☐ Parkinson's Disease
- ☐ Primary Progressive Aphasia
- ☐ Social Communication Disorder
- ☐ Speech Sound Disorders
- ☐ Stroke
- ☐ Tinnitus
- ☐ Traumatic Brain Injury
- ☐ Voice Disorders
- ☐ Written Language Disorders

Population

- ☐ Adults
- ☐ Children

Intervention/Contraindications

- ☐ Contraindications for Telepractice
- ☐ Documentation
- ☐ Technological Contraindications

Systematic Review

Telepractice: Accuracy of Mobile Health-Based Assessment for the Screening of Hearing Loss in Adults: A Systematic Review and Meta-Analysis (2022)

Description

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

Conclusions from this Systematic Review

Related Scientific Evidence

Findings demonstrated that, while there is a vast number of remote hearing assessment tools available, few were investigated in peer-reviewed studies and even fewer had adequate functionality and accuracy. The following findings are:

Read ASHA's Article Summary

Systematic Review

Diagnostic Accuracy of Mobile Health-Based Assessment for the Screening of Hearing Loss in Adults: A Systematic Review and Meta-Analysis (2022)

Description

This systematic review and meta-analysis investigates the diagnostic accuracy of mobile health-based assessment tools for screening hearing loss in adults.

Conclusions from this Systematic Review

Related Scientific Evidence

Researcher studies investigating the accuracy of mobile health-based assessment tools for screening hearing loss in adults.

Read ASHA's Article Summary

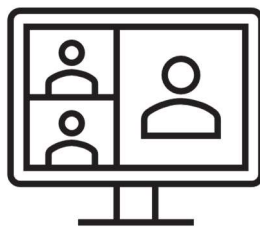
Systematic Review

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

ASHA Evidence Maps



Telepractice

Collapse All

Overview

Key Issues

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 troubleshooting the appropriate specifications, security, and operations of technology used in the delivery of services;
- calibrating and maintaining 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 via telepractice;
- 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 the available tools and methods 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

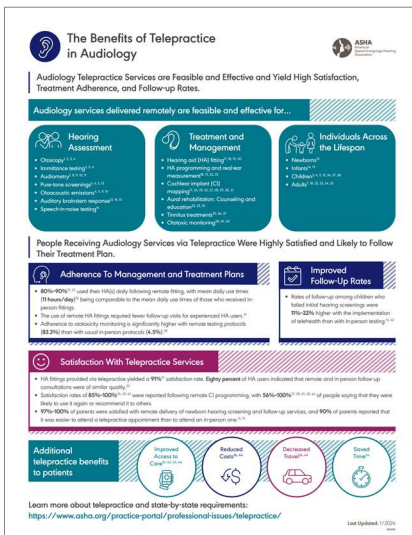
ASHA Practice Portal

Telepractice

Audience: Administrators



Demonstration of
Value Factsheets



Scenario #3

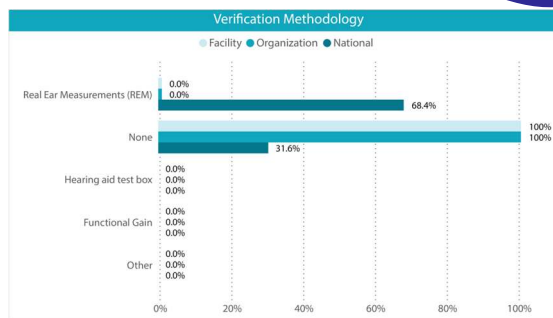
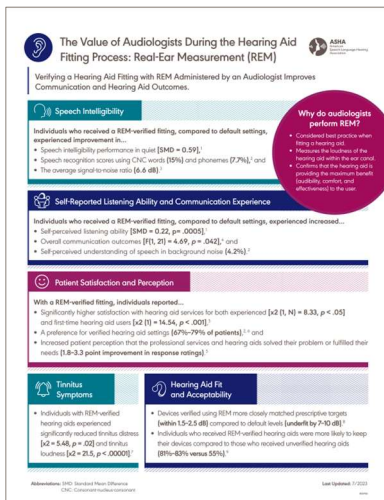
Audience: Administrators

- 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.



Real-Ear Measurements

Audience: Administrators



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



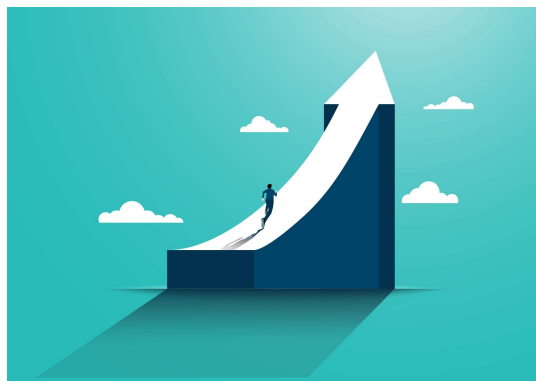
Audience:
Patients/Consumers

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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