

# Your QR (Quick Read) of Our FY13 Strategic Initiatives

By Cheryl Kreider Carey, CAE, Executive Director, American Academy of Audiology

Another fiscal year (FY13) will end on June 30, 2013. A significant milestone was reached this year as the Academy crossed the 25-year mark. As evidenced by the growing number of entities reaching out to the Academy (and our A4 partners), the Academy's presence among other nonprofits, governmental agencies, and the general public as the voice of audiology increased. Here is a sampling of the outcomes of these associations:

## **AARP**

Advanced audiology awareness at AARP's annual conference (September 2012)

## **Academy of Doctors of Audiology (ADA)**

Worked jointly with ADA as part of a coalition of audiology organizations to publish collaborative educational documents on coding and reimbursement topics.

## **Acoustical Society of America (ASA)**

Academy's membership in ASA provided a voice on several committees: Bioacoustics, Noise, Electroacoustics, TAG-Noise, and ANSI.

## **AG Bell**

Promoted Academy's resources for National Audiology Awareness Month and National Protect Your Hearing Month to their members (October 2012).

AG Bell invited Academy/ABA to publish article on pediatrics in November 2012 Volta Voices.

Academy invited the AG Bell president to speak at the AudiologyNOW! (ANI) 2013 Audiology and Industry Forum.

## **American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS)**

Two Academy members participated on a panel to review the *Clinical Practice Guideline on Tympanostomy Tubes in Children*.

An Academy member is participating on a panel to develop *Clinical Practice Guidelines on Tinnitus*.

## **American Cochlear Implant Alliance (ACI Alliance)**

Participated in a strategic planning session.

## **American Society of Neurophysiological Monitoring (ASNM)**

At ASNM's invitation, submitted comments on ASNM's *Practice Guidelines for Supervising Professionals*.

## **American Speech-Language-Hearing Association (ASHA)**

Participated in monthly Audiology Quality Consortium meetings to consider updates and changes to audiology quality measure development and reporting.

Participated in a coalition of audiology organizations to publish collaborative educational documents related to coding and reimbursement topics.

## **Association for the Advancement of Medical Instrumentation (AAMI)**

Academy representative continued to provide input regarding FDA assignment on cochlear implants.

Five Academy members invited to review cochlear implant standard.

## **Association for Research in Otolaryngology (ARO)**

AAA Foundation provided annual travel awards for students presenting research at the ARO Conference.

## **Audiology Awareness Campaign (AAC)**

Hosted joint leadership meeting (January 2013); continued meeting with leadership at AN! 2013.

### **Centers for Medicare and Medicaid Services (CMS)**

Ongoing educational efforts on behalf of audiology, including in-person meetings and conference calls related to fee schedule payment decreases, development and implementation of the Physician Compare Web site, PQRS, and otoacoustic emissions (OAEs).

### **Council for Accreditation in Occupational Hearing Conservation (CAOHC)**

Requested the Academy provide representatives to serve on their board of directors.

### **Council of Academic Programs in Communication Science and Disorders (CAPCSD)**

Academy hosted CAPCSD board and A4 leaders (September 2012).

Leadership met with CAPCSD's board at their 2013 annual meeting (April 2013).

### **EHDI-PALs**

Served on working group to develop the Early Hearing Detection and Intervention Pediatric Audiology Links to Services (EHDI-PALs) Directory, a Web-based directory and search engine designed to help parents, hospital personnel, and physicians identify pediatric audiology facilities that will meet the individual needs of a child and his or her family.

### **Federal Communications Commission (FCC)**

At FCC invitation, provided input on telecommunication relay programs.

### **Friends of the Congressional Hearing Health Caucus**

Academy participated in hearing screenings/consultations for Hill staff and members (February 2013).

### **Healthy Hearing Foundation**

Partnering organization for "Pledge for Hearing Health" in May 2013.

### **Hearing Industries Association (HIA)**

Academy leadership provided an update at HIA's 2013 annual meeting (February 2013).

Participated in joint leadership meeting (March 2013).

### **Hearing Loss Association of America (HLAA)**

HLAA promoted Academy's resources for National Audiology Awareness Month and National Protect Your Hearing Month to their members (October 2012).

### **Joint Committee on Infant Hearing (JCIH)**

Academy representation provided to JCIH.

### **National Association of Advisors for the Health Professions (NAAHP)**

Represented audiology on the advisory council.

Educated the health advisors about audiology at their 2013 regional meetings.

### **National Council of State Boards of Examiners in Speech-Language Pathology and Audiology (NCSB)**

Participated in the program of the NCSB annual meeting (October 2012).

### **National Hearing Conservation Association (NHCA)**

AAA Foundation provided scholarships and travel-award funding for students focusing their studies on hearing conservation/loss prevention.

Volunteer liaison between organizations.

Attended and exhibited at annual meeting (February 2013).

### **National Institute on Deafness and Other Communication Disorders (NIDCD)**

Ongoing discussions with NIDCD officials; awarded NIDCD three-year R13 conference grant (for Academy Research Conference 2011–2013).

Submitted three-year R13 conference grant for Academy Research Conference 2014–2016.

Started discussions to collaborate on public awareness issues.

**National Institutes of Health (NIH)**

Submitted comments for Healthy People 2020 objectives related to educational and community-based programs.

**Quota International**

Promoted Academy's resources for National Audiology Awareness Month and National Protect Your Hearing Month to their members (October 2012).

Featured the Academy's resources within their Listen Up, Turn It Down public awareness campaign.

**Sertoma**

Promoted Academy's resources for National Audiology Awareness Month and National Protect Your Hearing Month to their members (October 2012).

**U.S. Department of Labor**

Invited by Division of Occupational Employment Projections to update definition of audiologist for *Occupational Outlook Handbook*.

**U.S. Food and Drug Administration (FDA)**

Academy leadership and staff met with FDA representatives to discuss issues related to PSAPs and direct-to-consumer hearing aid sales/online hearing tests.

These strategic collaborations are powered by the continued commitment of audiologists to their profession. Your membership and volunteer efforts in the Academy creates these opportunities for increasing audiology awareness for the hearing and balance health care of the patients we serve.

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