



6700 Washington Avenue S.
Eden Prairie, MN 55344
T: 1.800.328.8602
www.starkey.com

NEEDS ASSESSMENT

The mission of the Education and Training team for Starkey Hearing Technologies is to Empower Through Education. Key stakeholders were interviewed to determine the goals and outcomes for training. It was determined that as technology continues to advance, the gap between the components of hearing aid fitting, practice management and patient counseling continues to widen. To initiate change toward protocols that effectively engage all three components, training was required. Training formats will include lecture, hands-on, discussion and product demonstrations.

COURSE DESCRIPTION

Attendees learned how the specific information from the Hearing Instrument Association (HIA) Market Survey may be applied into daily clinical practice. Steps for evaluating research, products, and manufacturing claims were outlined to assist hearing care providers in evaluating information, procedures and products used in treatment of patients with hearing difficulties.

DETAILED DESCRIPTION

Part I: Consumer research by the Hearing Industries Association has been an ongoing effort since the initial HIA Market Survey was released in 1984. While the data collected are primarily for the hearing industry to understand the market from a business perspective, audiologists and other hearing care providers have relied upon the same information to develop standards of care for diagnosis and treatment of individuals experiencing hearing difficulty. The latest report, MT9 was released in 2015 as a new baseline as new data collection methods were employed to bring the information into alignment with contemporary consumer behavior and for better comparisons with data from international populations. This meeting will present a review of the information offered by MT9 and how the specific information may be applied into daily clinical practice. (4 Hours Tier I CEUs)

Part II: Scientific research is the foundation upon which we build our approach to clinical care. The diagnostic procedures, as well as the therapeutic approaches need solid evidence behind them if we are to deploy them in practice. Much attention has been paid to the ethical behavior of clinical service providers. Because of the nature of the application of scientific research in clinical practice, and manufacturing of products used in diagnosis and treatment, the ethics of researchers and manufacturers are arguably more important than some of the concerns expressed about care providers. Clinicians can become better consumers of research and products if the approaches to research and manufacturing are better understood. The afternoon presentation will define research and manufacturing protocols from the perspective of the clinical service provider. Steps for evaluating research, products, and manufacturing claims will be outlined to assist audiologists and care providers in evaluating information, procedures and products used in treatment of patients with hearing difficulties. (4 Hours Tier I CEUs)

LEARNING OUTCOMES

1. The participant will be able to describe the purpose of the HIA Market Survey.
2. The participant will be able to list two ways the HIA Market Survey may be applied into daily clinical practice.
3. The participant will be able to list at least two steps for evaluating research and manufacturing claims for efficacy

CEU BOARD ACCREDITATION INFORMATION

This course has been pre-registered to the following national CEU boards.

Board

Hours | CEUs

ASHA



Starkey Hearing Technologies is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. **See course information for number of ASHA CEUs, instructional level and content area.** ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

This course is offered for 0.8 ASHA CEUs (Intermediate Level, Professional Area)

IHS



This program is approved by the International Hearing Society and its educational committee, the International Institute for Hearing Instruments Studies.

AAA



This course is offered for 0.8 AAA CEUs.

This course is not available for state CE hours.

END CE ACCREDITATION INFORMATION



6700 Washington Avenue S.
Eden Prairie, MN 55344
T: 1.800.328.8602
www.starkey.com

STARKEY HEARING TECHNOLOGIES CE POLICIES

Attendance Policy

Documentation of attendance will only be accepted prior to leaving the course offering. No Participant Attendance Forms will be accepted from the participant via US mail, email or FAX. Letter of Attendance cannot be provided retroactively. Letters of Attendance will only be distributed to participants who have completed the Participant Attendance Forms prior to leaving the course offering.

Participants will only be reported to the national and/or state boards indicated on the Participant Attendance Forms. The CE Department of Starkey Hearing Technologies will complete roster corrections only in the event of clerical error. If the Participant Attendance Form does not indicate a national or state board, Starkey Hearing Technologies is not responsible for associated fees related to roster corrections resulting from incomplete Participant Attendance Forms.

Refund Policy due to Event Cancellation or Date Change

Starkey Hearing Technologies (SHT) reserves the right to cancel an event due to low enrollment, weather or other circumstances that would make the event non-viable. If SHT cancels an event, registrants will have the option to either receive a full refund or transfer registration to the same event at the new, future date. Refunds will be issued in the same form as which the payment was made. Please allow two weeks for processing.

Refund Policy due to Participant Cancellation

All cancellations must be received at least 24 business hours before the start of the event to receive a full refund. Cancellations must be received in writing. Registrants who cancel will not receive conference materials. Refunds will be issued in the same form as which the payment was made. Please allow two weeks for processing.

Resolution of Complaints Policy

Whenever a course participant has a complaint about a course or instructor, the participant must contact the Senior Director of Education and Audiology within 15 days of the course end date.

Transparency in Course Planning, Delivery and Marketing

Starkey Hearing Technologies discloses that there will be limited or no information provided about similar products or services during the course listed in this document. Speaker disclosures are included in the Speaker Biographies section.

END STARKEY HEARING TECHNOLOGIES CE POLICIES
