



**AMERICAN ACADEMY OF AUDIOLOGY FOUNDATION
ENDOWED LECTURE SERIES ON
IMPROVING CARE THROUGH INNOVATION IN AUDIOLOGY WORKPLACE MANAGEMENT**

REQUEST FOR PROPOSALS

Overview

Whether audiologists work in a university clinic, private practice, educational institution or government/military hospital facility, their primary concern is that patients receive first-rate hearing health care. Recently, many audiologists have reported an increased desire for improved management, business and workplace skills that would enhance their provision of quality patient care. As a result of this growing desire, the American Academy of Audiology Foundation (AAAF) is developing an educational program for audiologists that focuses on innovative solutions in operational and business management that result in improved patient care and treatment. While audiologists have many opportunities to receive quality education and training on scientific and clinical topics in hearing and balance, there are markedly fewer educational offerings that incorporate workplace skills with aims to improve patient outcomes. As part of its support of research, education, and public awareness in audiology and hearing science, the AAAF announces plans to initiate a series of lectures on **Improving Care through Innovation in Audiology Workplace Management**, and welcomes proposals, as described below.

Description of Endowed Lecture Series RFP Requirements

Beginning in 2012, the AAAF will offer live and on-demand web seminars that explore relationships between workplace management skills and quality patient care in audiology. Consequently, the AAAF is now seeking professional development proposals from experts, both inside and outside of the hearing healthcare industry, that address this topic.

The inaugural lecture is planned as a Featured Session on March 31, 2012 in Boston at the American Academy of Audiology's annual AudiologyNOW!® conference and exposition. Post-conference, this inaugural presentation will be offered on-demand to audiologists as an eAudiology web seminar. Presentations may be either 1.5 or 3 hours in length (three hour lectures will be offered in two-1.5 hour sessions). Lecturers will also be asked to write an overview or summary (approximately 2,000 words) suitable for publication in a 2012 issue of *Audiology Today* magazine.

Thanks to philanthropic support from Phonak Hearing Systems, the AAAF will provide speakers with honoraria, complimentary conference registration and hotel accommodations; additional reimbursement will be made for travel expenses incurred.

Although a multitude of subjects in this area could be developed and discussed, presentation topics might address questions such as:

- What business strategies result in the creation of a workplace environment where the time and quality of staff and patient engagement result in increased patient satisfaction?
- What human resource, staffing and interpersonal practices have been shown to more fully engage patients and result in improved diagnosis and care?
- What is the future of private practice audiology, in view of projected changes in health care in the U.S. and how might these changes impact patient care?
- What does the future hold for the delivery of hearing services in all practice settings?

- What medical business models can be used by the audiology profession?
- What non-medical service delivery models can be used by audiologists as they seek to improve patient satisfaction?
- Are there business and marketing practices (past and present) that impact psychological barriers to providing effective hearing health care?
- How will the changing demographics in the U.S. impact hearing health care provision and what new business strategies will be required to ensure that new and underserved hearing-impaired populations receive quality treatment?
- How will the evolution of the “patient-centered medical home” change the provision of audiology services?
- What impact will social networking and/or advancements in web-based technologies have on the delivery and provision of quality hearing care?

In addition, there may be topics in management and business functions listed below that are appropriate as the landscape of hearing health treatment and care continues to evolve in both the short and long terms:

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| • Management principles | • Use of assistants in service delivery |
| • Finance, accounting and budgeting | • Quality control |
| • Human resource management | • Time management |
| • Economic levers | • Strategic planning/Strategic thinking |
| • Principles of patient-centered care and patient psychology | • Leadership and its attributes |
| • Business and other models for the delivery of patient care | • Regulatory and legal issues |
| • Marketing, branding and advertising | • Information technology |
| | • Grant-seeking opportunities |
| | • Community outreach and volunteerism |

Proposals must include the following information about the presentation:

1. Title
2. Abstract and time-ordered course outline
3. Learner outcomes
4. Length of presentation (i.e., 90 minutes or 3 hours)
5. Presenter bio
6. Presenter CV or resume
7. Two references regarding past speaking engagements
8. Honoraria/speaking fee, and budget for all other anticipated expenses
9. Statement of conflicts of interest and disclosure of any affiliations in hearing health care and/or the hearing health care industry
10. Additional resources/materials on topic that may be available for attendees (i.e., textbooks, articles, websites)

Proposals will be evaluated on the following criteria:

1. How is the proposed presentation relevant to audiologists across a variety of practice-settings (that is, those working in private practice, hospital and university clinics, elementary and secondary schools, veterans and military facilities, etc.)?
2. Does the instruction address improved outcomes in the areas of diagnosis, treatment and care?
3. Does the proposal describe a presentation that offers a clear set of learning objectives and is organized to effectively flow from basic concepts to more complex applications?
4. Are the learner outcomes measurable?
5. Will the presentation be effective in both live and on-demand formats?
6. Does the proposal describe innovative ideas (rather than outmoded models) that can be achieved?
7. Does the proposal cite scientific or business evidence of strategies and models that have been successful in medical or non-medical profession?

Deadline: All proposals and supporting materials must be received by October 10, 2011; notification will be made by November 30, 2011.

Proposal may be submitted electronically or by mail to:

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For more information, contact the AAAF office at 800.222.2336, ext 1049.

About the American Academy of Audiology Foundation (AAAF)

The American Academy of Audiology Foundation's mission is to promote philanthropy in support of research, education, and public awareness in audiology and hearing science. The AAAF works closely with the American Academy of Audiology to fund research grants; to sponsor educational opportunities for students, audiologists and other hearing professionals; and to increase public understanding of the causes, treatments, and prevention of hearing loss. The AAAF is exempt under 501(c)(3) of the IRS code, and all gifts are tax deductible as allowed by law. For more information, visit the AAAF website at www.audiologyfoundation.org.