

Outline for Tele-audiology

Hosted by Dan Quall - Fuel Medical - Director Strategic Initiatives

Subject Expert Rose Dulude, PhD, AuD – Director of Clinical Audiology



Opportunities within Tele-audiology

- Overview of Tele-audiology
- Ideas to generate revenue today
- Webinar Series with Dr. DuLude

Change has arrived and with it, we must change

- With change comes opportunity
- How do we deliver services to my patients today
- How will I deliver services to my patients in the future
- What does tele-audiology mean today

Obtaining Consent for Telehealth Services

Recommended by the American Telemedicine Association

Differs on a state-by-state basis (cchpca.org)

Consent should include:

Patient's rights, patient's responsibilities, benefits, constraints and risks
(Ultimately it waives the responsibility of the practice if something goes wrong)

It can be verbally described and documented!

What Can't I Do?

If you couldn't bill for it before – you can't now

Bill for services through CMS – there are no codes

Medicaid and CHIP – (maybe, but it's state specific)

No online tests

Understand your State Laws

What Can I Do?

If you could bill for it before – then you may be able to, now.

- **Private Pay**
- **Commercial Insurance**

However, think about who you want to charge

What Can I Do - Platforms

The HHS has drastically changed the requirements for platforms

- **Phone**
- **Apps** - Program remotely
- **Video conferencing**

What about platforms for the future?

- Doxy
- Sycle
- Counsel ear

On-line Hearing Test

There are no diagnostic on-line tests – nothing that can be billed

There are on-line hearing testing sites and apps but with limited accuracy

- <https://www.hear-it.org/Online-Hearing>
- https://www.audiocheck.net/testtones_hearingtestaudiogram.php
- <https://apps.apple.com/us/app/hearing-test-audiometry-tone/id1368396053>

(Thanks to Dr. Doug Beck, Oticon for his input on online testing)

Generating Cash Today

- **Batteries**
- **Extended warranties and service packages**
- **Program remotely**
- **Drop off repairs** – How to do it safely
- **Demo / Loaners** – send out demos and program remotely of their old audiogram or do an on-line test to get them in the ballpark
- **ALDs** - Tv listening devices. Remote microphone
- **Remote counseling and rehab strategies**

Ingredients for Success

Call aversion/reluctance – everybody has it to varying degrees

Creating Scripts for Logical Choices – the psychology of “sales” doesn’t change just because it’s over the phone.

Follow up webinar 4/9

Batteries

Why now?

- People can't get out to get batteries
- Supporting our patients
- People are staying at home... we should help them comply

How

We are here for you

Pricing strategies

Create a special

- Fresh
- Faster
- Back 'em up
- Send product safely
- Don't forget about shipping costs

Extended Warranties and Service Packages

Why Now – People want certainty in uncertain times... no surprises

- Extending the repair warranty provides safety from the surprise expenditure of a repair
- Allow them to apply it to the purchase of a new product within a year
- One-year packages or Two-year package
- Include Batteries in the price

Example Warranty / Service Packages

Package 1 – Warranty against repairs

One-year or two-year repair warranty

- One year \$XXX
- Two year \$XXX
- Applies to purchase of new hearing aid

Package 2 – Total service package

One-year or two-year repair warranty with additional values

- One Year \$XXX +++
- Two year \$XXX +++
- Applies to purchase of new hearing aid
- X number of batteries
- X number of visits
- Free programming updates

*Don't forget a Certificate of service warranty terms for the customer
(follow up webinars for the psychology of pricing 4/10)*

Program Remotely

Why Now – Tele-health and tele-audiology are already here. Now is the time to **start creating your tele-audiology** program and program and adjust remotely

Who – Contact the manufacturer rep

- Oticon
- Phonak
- ReSound
- Widex
- Starkey

How?

Can I charge?

- Not through CMS
- Check with private insurance
- You can charge - Private pay

“Drop off” Repair Program

Why Now – To Stop the Spread!

Safety First!!!

Secured Drop Box

The office staff does not have to be there

Unsecured Drop Box

The office staff is there

Follow up webinar 4/13

ALDs

Accessories for existing hearing aids

- TV streaming
- Remote microphone
- Phone

Stand alone accessories

- TV ears
- Headsets

What are the family members saying about “what they are missing”

Demo loaners

Look at your state licensing laws

Who should call

- Call patients you have tested in the last six months
- Anyone who is struggling with communication now

Talk to patients via email or phone

If they are struggling – send demos preprogrammed and adjust them remotely if necessary

Remote Counseling and Rehab

Creating your library

- Manufacturer instructional videos
- Make your own videos

Topics

- Cleaning
- Trouble shooting
- Connecting to blue tooth

(Follow up webinar 4/14)

How Do I Start?

Price programs and products

- Behavioral economics pricing – here are some strategies
- Tracking your calls and follow up

Create your protocol

Train Staff (or yourself)

Data mining – who are we calling and with which service?

Start calling and talking to your patients

What else can I do to be prepared for when we can get back to business

Updated Marketing plan

- I'm sure you already have one in place... right?
- When is my next promotion?

Leasing program – now is the time to research and learn

Signing up for Third Party benefit programs

- Which ones
- What do they pay and what can I charge?
 - Service visits
 - Service packages

Starting My Plan

Force rank the revenue opportunities (best to worst revenue, easiest to hardest to implement)

What resources do I have?

- Staff – what can I delegate?
- Manufactures – what do they already have or know
- Business associates – Fuel Medical - what do they know or have

What resources do I need

- Platform
- Products
- Videos

Start with the first one – *Do One*

- Get it outlined and going

Begin with number two

Begin with number three etc.

Thank You

covid-19.fuelmedical.com/

360-818-7700