

# eAudiology: Why and how to leverage digitalization in audiology

A 12 month webinar series by the Phonak expert circle

This series aims to support hearing care professionals (HCPs) through the digital transformation towards integrating eAudiology solutions into their practice.

## Definition

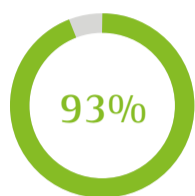
eAudiology describes the remote provision of audiological services by email, video or audio conference, chat, etc.

Webinar  
**04**

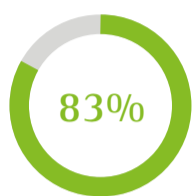
## Using eAudiology to improve hearing-related knowledge, by Dr. Melanie Ferguson\*

Digitalization not only offers opportunities for improving patient care, but knowledge transfer too.

### HEAR-IT Study<sup>1</sup>:



93% would refer back to the eLearning to troubleshoot/clarify a concern.



83% reported more confidence in hearing aid use and communication as a result of eResources.

The study participants used their hearing aids

**15%**

more often than the control group.

## Consensus statement on eAudiology, by Dr. Joseph Montano\*

Webinar  
**05**



A consensus statement on eAudiology, drawn up by international experts in the field of eAudiology, provides recommendations to HCPs for integrating eAudiology into their practice as a means to enhance patient care, reach new patients, and increase the value of their services.

Webinar  
**06**

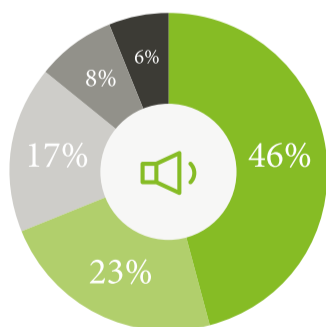
## mHealth tools: measuring real-world hearing performance, by Dr. Barbra Timmer\*

Mobile technology can help gain better insights into hearing experiences and provide better audiological care



EMA: Ecological Momentary Assessment

### Study based on EMA<sup>2</sup>:



- Conversation, 3 people or fewer
- Speech listening, media e.g., TV / radio
- Conversation, 4 people or more
- Listening to non-speech sound e.g., music
- Speech listening, live

### EMA findings:



In 91% of listening events, speech understanding was rated as either 75% or 100%



In 67% of listening situations, listening effectively required effort

High potential especially for patients with mild hearing loss

Digital transformation is currently reshaping the healthcare industry landscape, and it will also have an impact on the way hearing care is provided in the future.

eAudiology offers exciting and creative options that can enhance the value of professional hearing services through the use of technology solutions.

\*Access the recordings of the webinars here: [learning.phonakpro.com](https://learning.phonakpro.com) (where available)

<sup>1</sup> Ferguson, M. et al. (2016). A Randomized Controlled Trial to Evaluate the Benefits of a Multimedia Educational Program for First-Time Hearing Aid Users. *Ear Hear*, 37(2), 123-136.

<sup>2</sup> Timmer, B. H. B., Hickson, L., Et Launer, S. (2017). Ecological momentary assessment: Feasibility, construct validity and future applications. *American Journal of Audiology*, 26(3S), 436-442.