Why DIFFERENT is BETTER

PHONAK UNIVERSITY 2020

APPLIED HEARING
SOLUTIONS



Clifford R. Olson, AuD





Morris

IL











LINDENWOOD

LINDENWOOD UNIVERSITY ST. CHARLES, MISSOURI


CHIROPRACTOR
MASSAGE THERAPY


UNIVERSITY of ILLINOIS
FOUNDED 1867


Welcome to
Phoenix

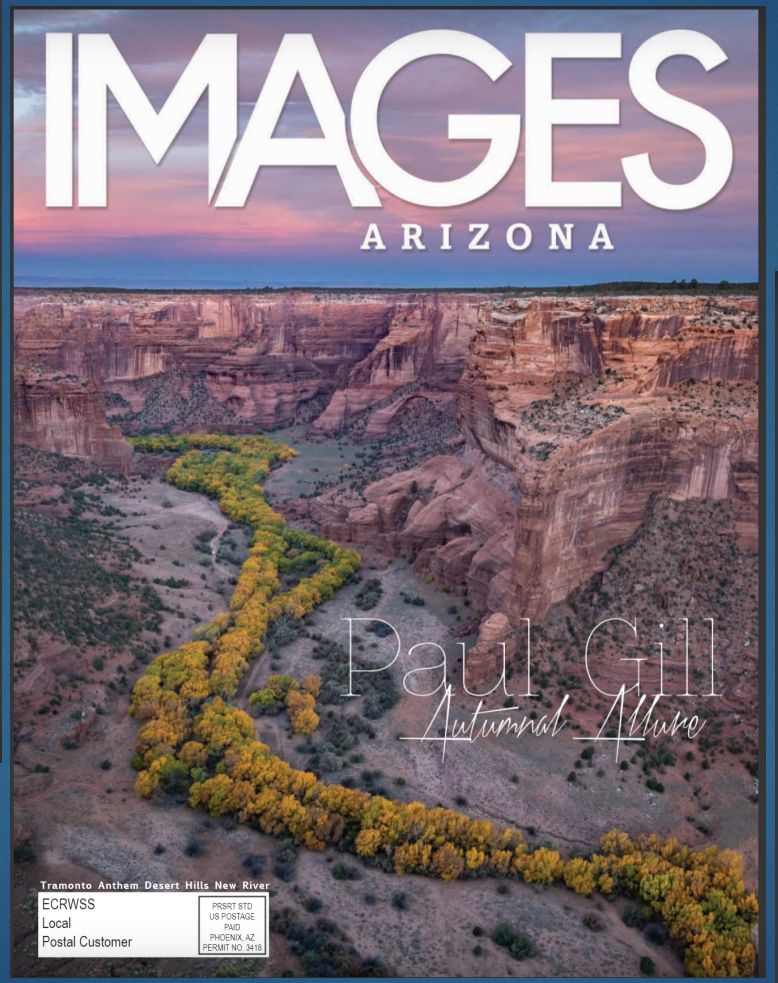
Est. 2017



APPLIED HEARING
SOLUTIONS


Smith's
DELICATESSEN
FREE
SANDWICH







SEPTEMBER 18, 2019 • VOL. 17, NO. 44 POSTAL PATRON CAVE CREEK WWW.THEFOOTHILLSFOCUS.COM

FREE!

The Foothills Focus

ANTHEM | BLACK CANYON CITY | CAREFREE | CAVE CREEK | DESERT HILLS | NEW RIVER| NORTH PHOENIX | TRAMONTO | PEORIA

River Fire 100 percent contained; 7,900 acres burned

An aerial view of the River Fire burning on New River Mesa last week.
Photo courtesy of U.S. Forest Service

BY TARA ALATORRE

NEW RIVER – In a final update on September 13, the U.S. Tonto National Forest Service declared that the River Fire was officially 100 percent contained after it burned 7,900 acres in 10 days.

"Minimal fire activity is visible," stated the final update from U.S. Forest Service. "Fire crews were able to keep it from growing larger by burning out from Forest Roads 17 and 41 (Table Mesa Road)."

Although there are no firefighters on the ground, the River Fire is still being monitored by air, said Carrie Templin, a spokesperson from the Tonto National Forest.

Forest Service officials say the River Fire sparked on September 3, from lightning in a remote rugged area of the Tonto National Forest about four miles east of New River and seven miles north of Cave Creek. It was particularly challenging for firefighters due to remote access, weather conditions and plentiful fuel from the wet spring.

Especially last week when the fire burned on New River Mesa and outflow winds from afternoon monsoon thunderstorms pushed the fire in different unpredictable directions, according to Templin.

She said in an email to *The Foothills Focus* last week that "the

RIVER FIRE UPDATE
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Kidnapping victims jump from moving vehicle near BCC

BY TARA ALATORRE

BLACK CANYON CITY – On the afternoon of September 3, two male victims, ages 22 and 32, jumped from a moving vehicle near Rock Springs Café in a desperate attempt to escape their alleged kidnappers, who were driving onto the Interstate 17 on-ramp headed southbound.

Both victims survived the ordeal. Only one of them sustained injuries, and he was transported with multiple skin lacerations and head injuries. Three suspects are in custody regarding the kidnapping, according to Yavapai County Sheriff's Office (YCSO).

The victims say that the ordeal actually started in Diamond Valley outside of Prescott. Both men left 27-year-old Brittney Jessup's home on September 3, and were traveling as passengers in her 2013 black Chevrolet Sonic intending to arrive in Phoenix.

They stopped at Rock Springs Café to use the restroom, but Jessup waited outside.

When the victims returned, they said that Jessup was seated in a passenger seat in a white 2015 Ford Fiesta with a 34-year-

BCC KIDNAPPING
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50 grades of shade: Researchers find that it's not all created equal

Florian Schneider (right) writes down MaRTy's observations, while Brian Grant takes the temperature in a park in Tempe. Both are Ph.D. students at Arizona State University and working to understand what types of shade work the best.
Photo by Dylan Simard/ Cronkite News

BY DYLAN SIMARD
CRONKITE NEWS

TEMPE – A cart clattered down one of the many concrete walkways in Kiwanis Park in early July, laden with scientific equipment. Its name is MaRTy, and the information it gathers has the potential to change the way policymakers think about, understand and plan for extreme heat.

If you ask Ariane Middel, assistant professor with Arizona State University's School of Arts, Media and Engineering,

SHADE
continued on page 9

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CAVE CREEK: Horny Toad restaurant will celebrate 43rd anniversary Page 11
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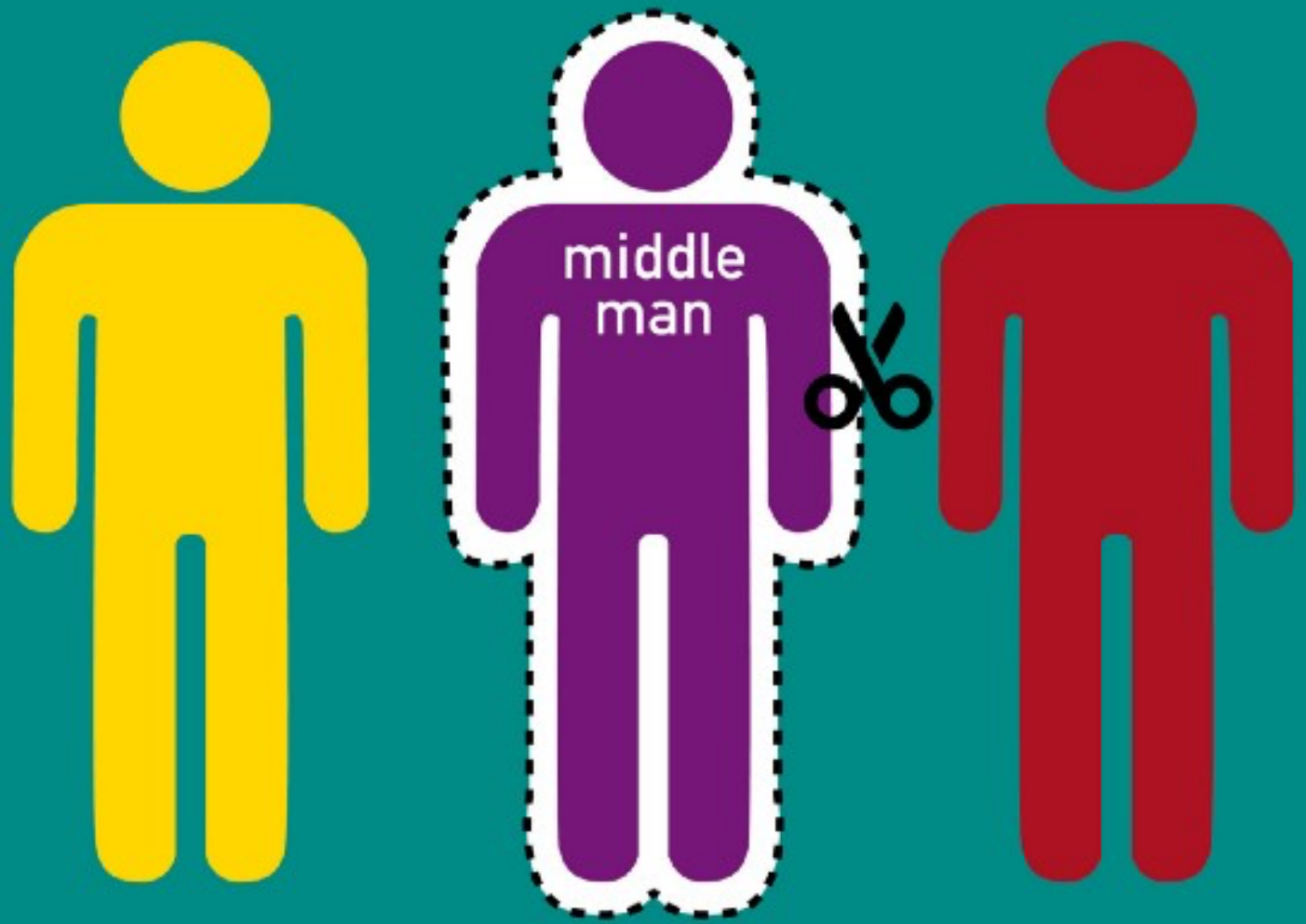
Self-inflicted Commoditization

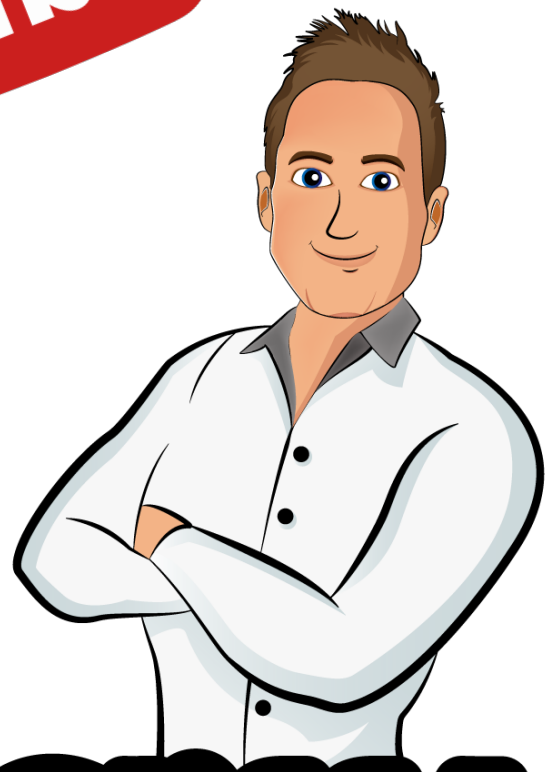


Audiologists provide no value.



Consumers are struggling to see the value that WE provide

YouTube



DrCliffAuD

Est. 2017

How do you Differentiate Yourself?





Gus Mueller, PhD

"Print off the Best Practice Guidelines, follow them, and you will be among the top 5% of Audiologists"

What I say…

"Best Practices will be the only way the profession of Audiology will remain relevant and necessary in the changing landscape of Hearing Healthcare."

Guidelines for the Audiologic Management of Adult Hearing Impairment

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Robert Sweetow

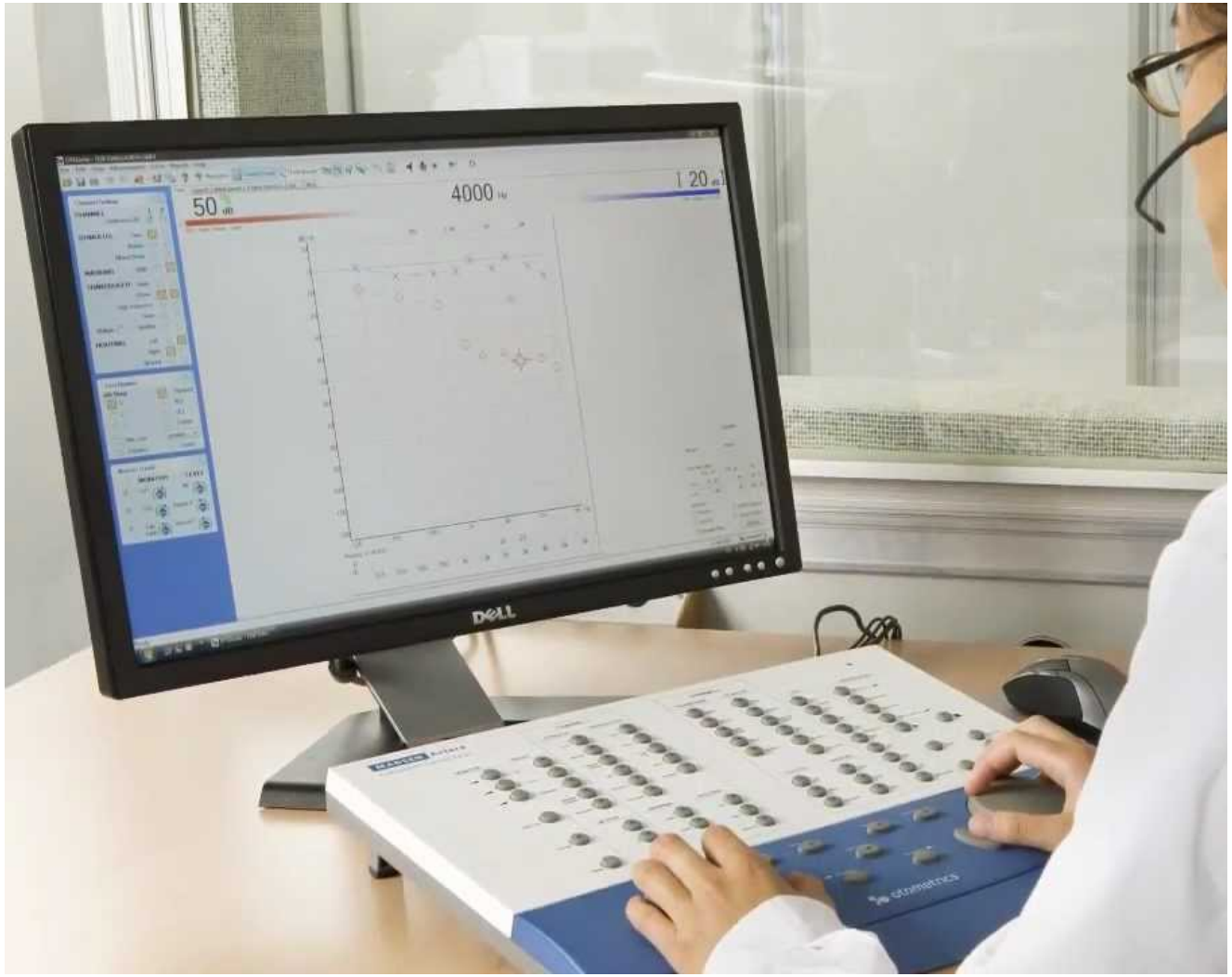
1. INTRODUCTION

This document was prepared by the American Academy of Audiology Task Force for Guidelines for the Audiologic Management of Adult Hearing Impairment. The specific goal of this document is to provide a set of statements, recommendations, and strategies for best practice in the provision of a comprehensive treatment plan for the audiologic management of adults with hearing loss. Specific statements and recommendations were made by initially reviewing the existing scientific evidence published in peer-reviewed and non-peer-reviewed journals. When direct evidence (i.e., evidence directly relating clinical procedures to the principal health outcomes) was not available, both indirect evidence, which involves examining two or more bodies of evidence to relate the clinical procedures to the principal health outcomes,[1] and consensus practice were considered in making recommendations. This guideline addresses the technical aspects of hearing aid selection, fitting, verification, and validation, but within the context of a comprehensive treatment plan. This guideline does not address treatment with cochlear implants.

In the process of making specific statements, recommendations, and strategies, careful consideration was given to the elements of care that optimize patient outcomes. The primary effects of hearing loss are addressed by the World Health Organization's International Classification of Functioning, Disability, and Health's (WHO-ICF) classification b230 which relates to hearing function, specifically, the function of sensing the presence of sounds and discriminating the location, pitch, loudness, and quality of sounds.[2] Thus, primary outcome measures for hearing aid use assess the effects of the treatment in terms of improving hearing functions, a process often referred to by audiologists as "verification." The presence of a hearing

Best Practices are the services you provide that are Proven by Research to be of Value to your Patients.

However, Performing Best Practices is NOT ENOUGH!



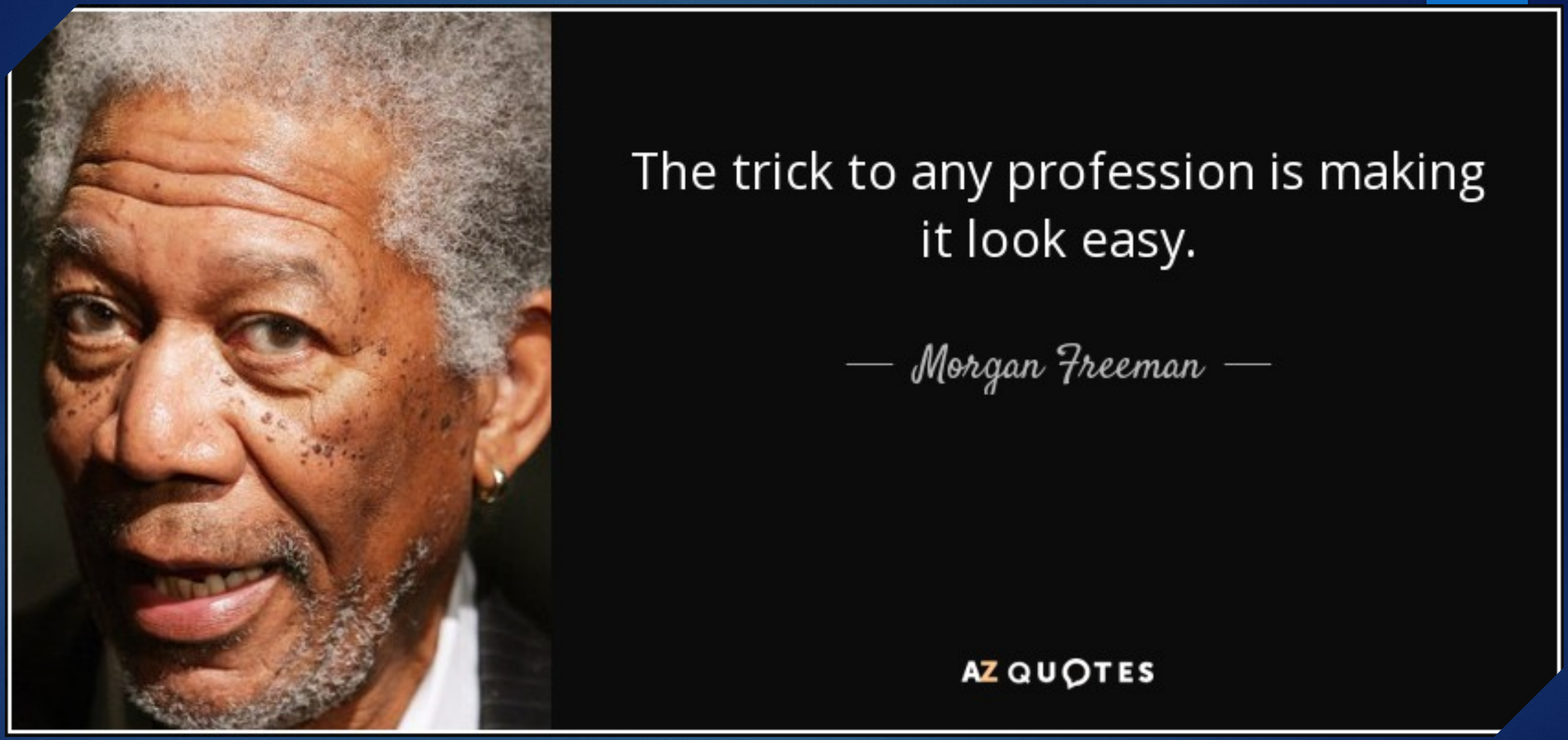
Audiometric Testing

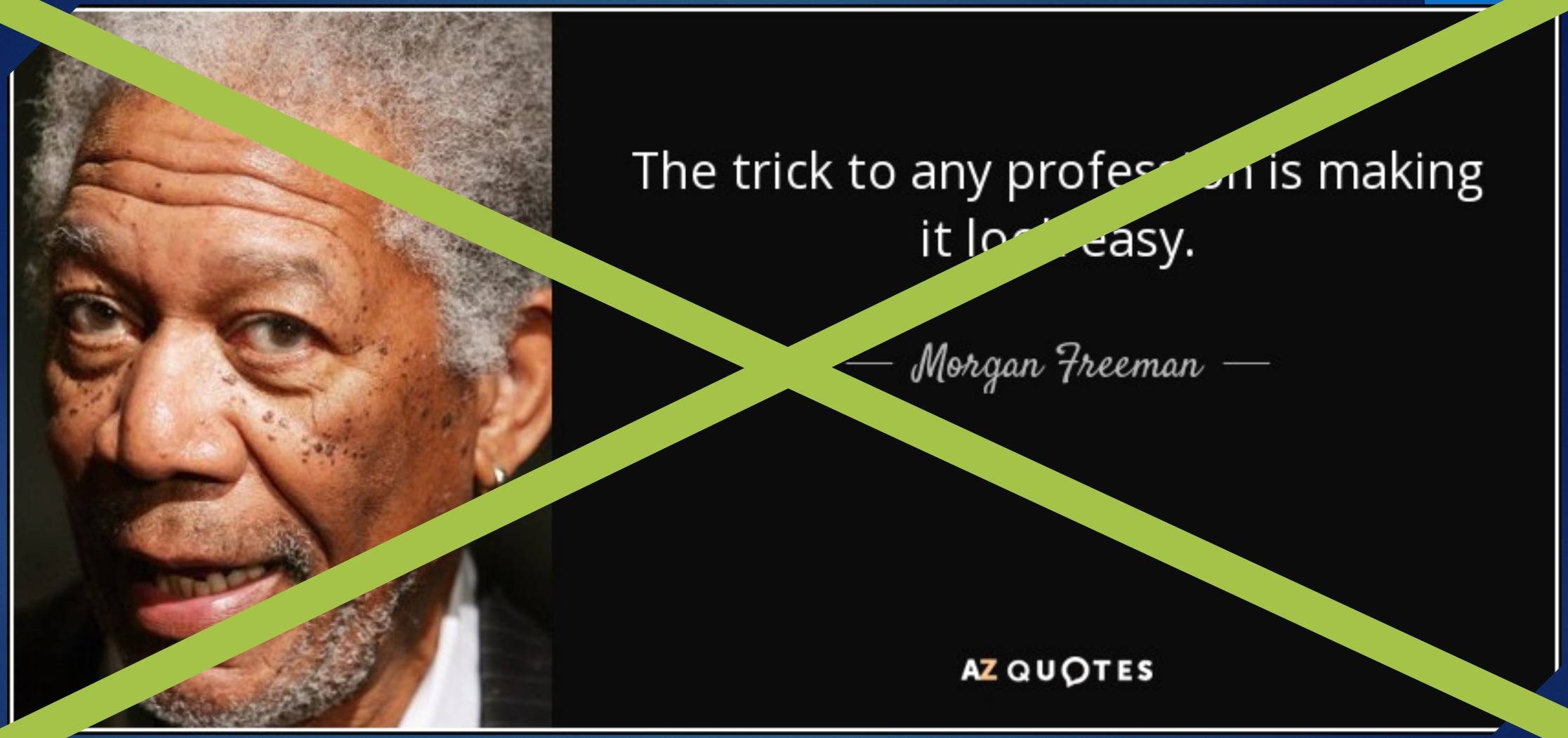


ElectroAcoustic Analysis (EAA)



Real Ear Measurement


The trick to any profession is making it look easy.
— Morgan Freeman —
AZ QUOTES


The trick to any profes on is making
it lo easy.
— Morgan Freeman —
AZ QUOTES

Poll Question

- Will you follow Best Practices when you become an Audiologist?
  - Yes
  - No

In Reality

Less than 30% of Hearing Care Providers perform Real Ear Measurement

In Reality

Less than 30% of Hearing Care Providers perform Real Ear Measurement

ONE of Many!

Majority did NOT follow Comprehensive Best Practices



Common Excuses

- My office doesn't have the equipment.
- My office doesn't allow me to.
- I don't have enough time.
- What I do currently is "good enough".

What's More Important?





Eventually…



How will you Differentiate Yourself?

