



Chapter Development Workshop

The future of hearing care: Are you ready?



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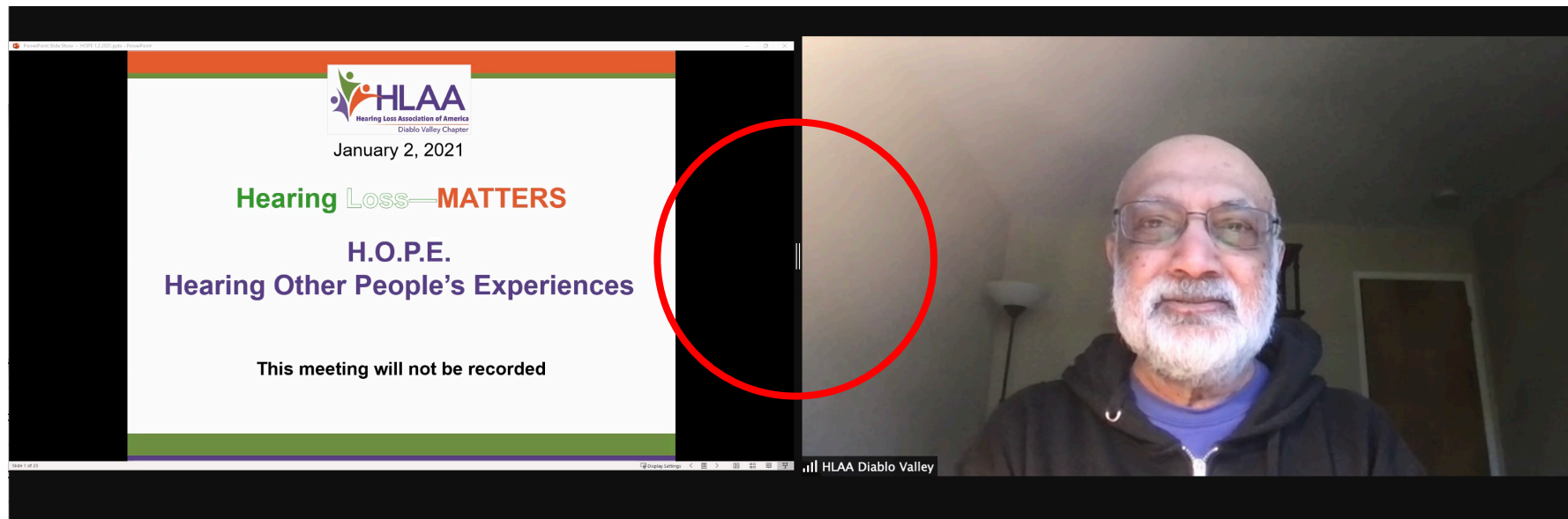
Housekeeping

- Please hold questions until the end of each presentation. We will announce when all are able to ask questions or provide comments.
- Click Thumbnail picture ●●●
Click meatballs, 3 dots
Rename: include name and chapter
- Questions, include your name



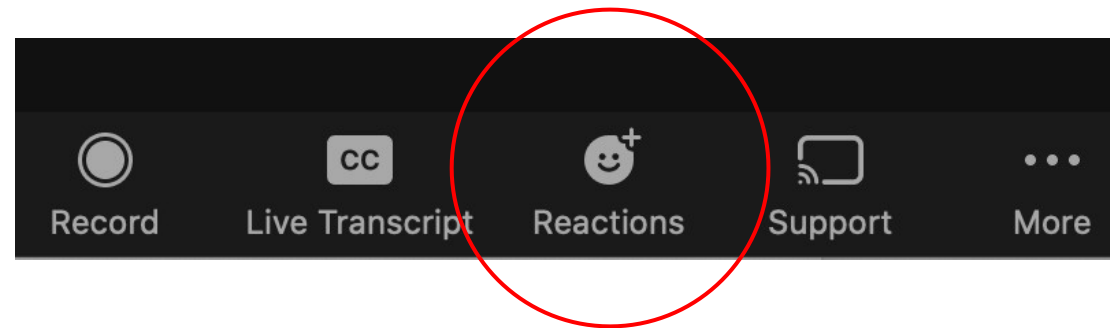
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- If captions don't start automatically click the **CC** button in the tool bar, **View Subtitles**
 - Caption box can be moved
 - Chat feature is available

Adjusting Screen Size



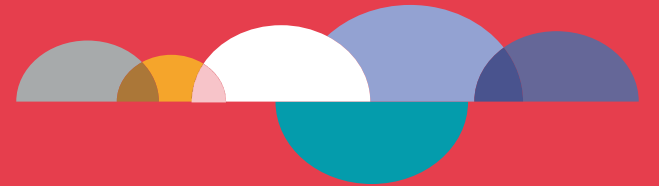
Raise Hand Feature

The raise hand feature is now in Reactions
To ask a question or make a comment raise
hand



1. Click on the Reactions
2. Click on Raise Hand

The future of hearing care: Are you ready?



Agenda

- 01 Introduction to Ida Institute and the Future Hearing Journeys project
- 02 Scenario
- 03 Scenario planning and HLAA Chapters

About the Ida Institute

“To build a community that embraces person-centered care and empowers people to get the hearing care they need.”

IDA MISSION

Facts:

- Non-profit organization established in 2007
- Funded by the William Demant Foundation
- 20000 + members in the Ida Community
- Over 30 partners



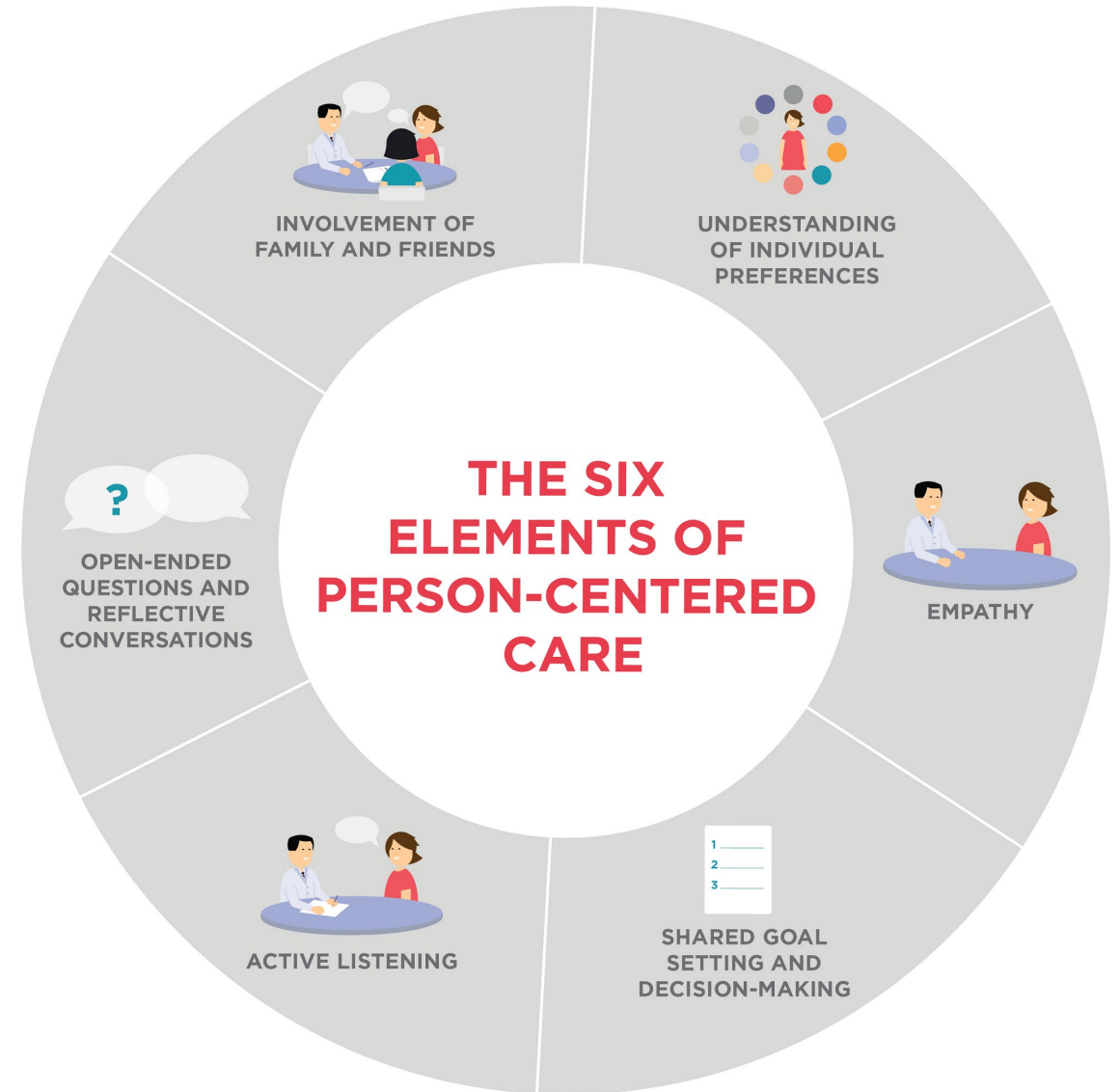
Person-centered care (PCC)

Benefits for patients/consumers

- Greater satisfaction with care
- Better results of treatment
- Easier to follow recommendations of the HCP

Benefits for HCPs

- Need for fewer diagnostic tests
- Time saved in appointments
- Increased patient satisfaction
- Better clinical outcomes
- Increased employee satisfaction



Co-creation is at the heart of Ida's work



User-driven
innovation
involving PHL
and
professionals

The PCHN



DE MONTFORT
UNIVERSITY
LEICESTER



UNIVERSITY OF
Southampton



BAA



British Society of Audiology
Promoting excellence in hearing and balance



RN
ID



Aston University
Birmingham



LEIGHTONS
OPTICIANS & HEARING CARE



alf



SDU



høreforeningen



CAA Canadian Academy of Audiology
Heard. Understood.



Académie canadienne d'audiologie
Entendus. Compris. ACA



SBFa



ABA
ACADEMIA BRASILEIRA
DE AUDIOLOGIA



FOB USP



UNIVERSITY OF CAPE TOWN
SCHOOL OF MEDICAL AND HEALTH SCIENCES



South African
Association of
Audiologists
CARING FOR YOUR HEARING



UNIVERSITEIT VAN PRETORIA
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YUNIBESITHI YA PRETORIA
Leadership • Learning • Service • Shaping the Future



NAL
NATIONAL ACOUSTIC
LABORATORIES



audiology australia



BETTER
HEARING
AUSTRALIA



HEARING MATTERS
AUSTRALIA
Support from real life experience



SOUNDFAIR
EMPOWERING. HEARING. EQUALITY.



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA
Create change



deafness forum
of australia



ASHA
American
Speech-Language-Hearing
Association



HLAA
Hearing Loss Association of America



RUSH



Utah State University



USF
UNIVERSITY OF
SOUTH FLORIDA
COLLEGE OF REGIONAL
& COMMUNITY BUSINESS



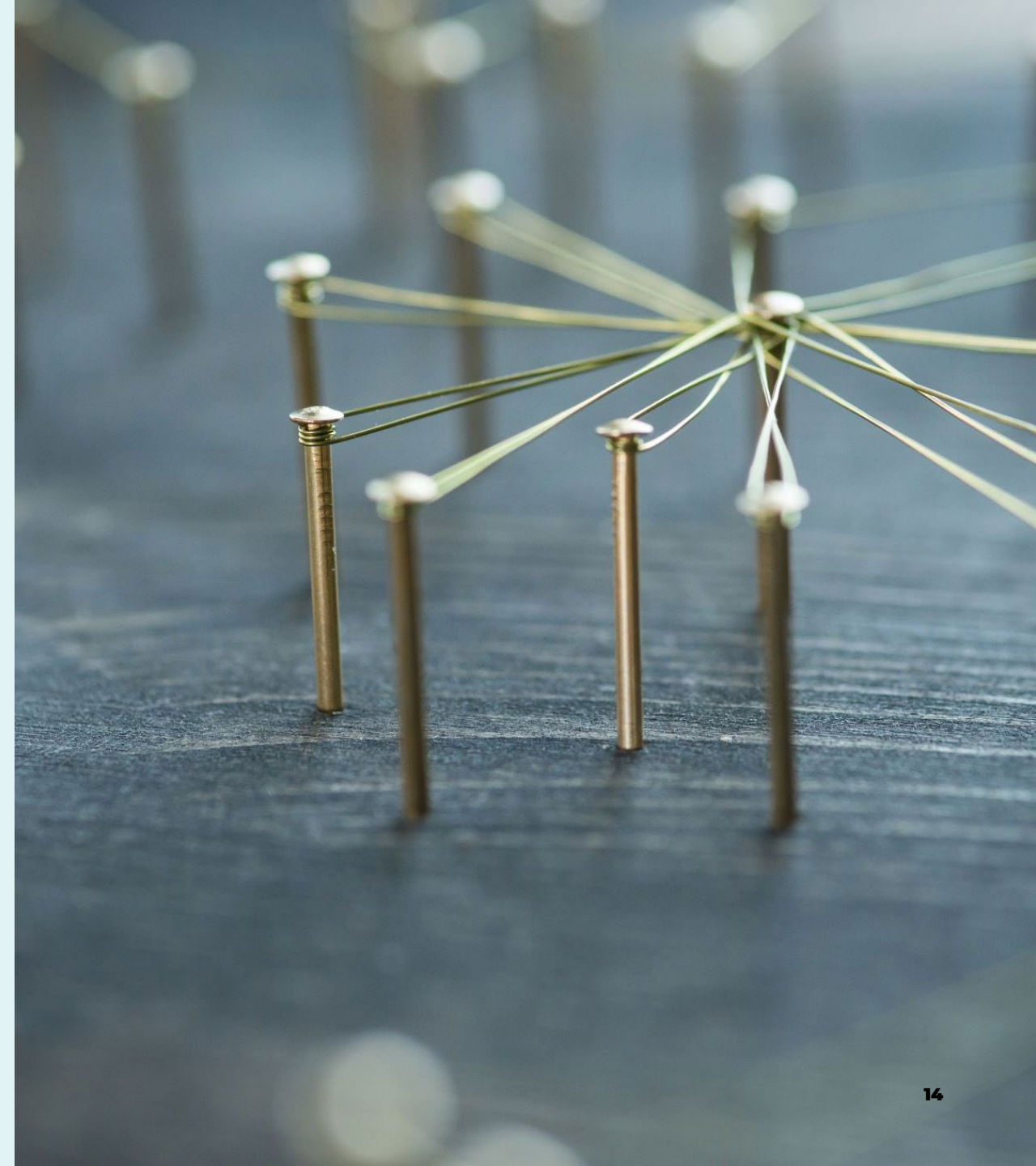
**“The best way to predict the future is to create it”
Abraham Lincoln**

Change and hearing care

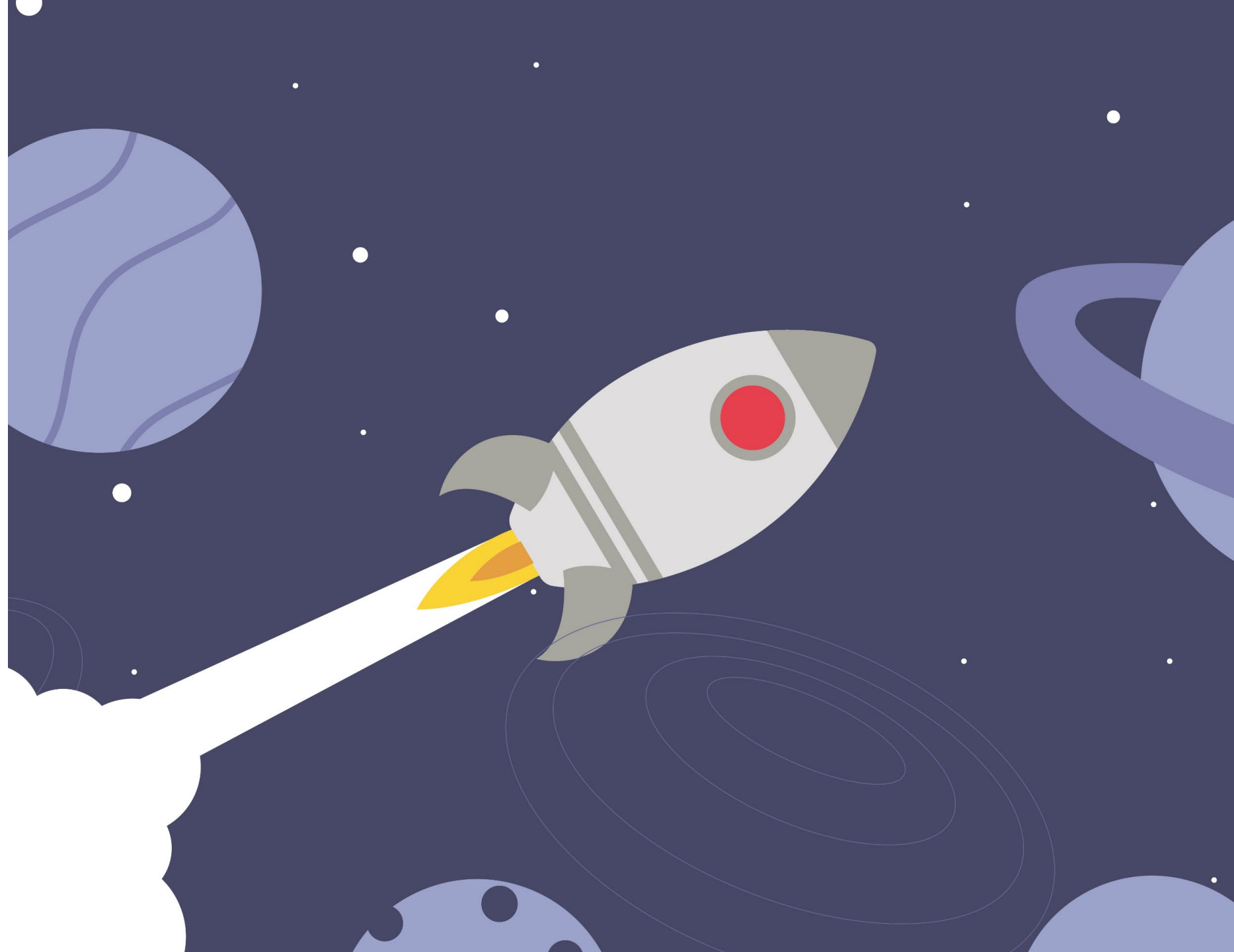
- What will new service delivery models look like and will they create disruption and uncertainty?
- What are the implications for people with lived experience of hearing loss?
- Will they have access to the care and information that they need?
- Will this create new challenges for HLAA and the chapters?
- And how will you navigate these changes in your chapters?

Discussion

How prepared do you feel to support HLAA members now and in the future (e.g. in 2026)?



The Future Hearing Journeys Project



Who did we speak to?

- The insights presented in the report are based on:
 - 60 interviews
 - Six focus groups
 - Two innovation workshops
 - One global survey with almost 1,500 responses
 - Desktop research
 - Trends analysis and scenario planning
- Participants.
 - People with hearing loss (Consumers/patients)
 - Hearing care professionals/ clinicians
 - Academics & students
 - Consumer organization reps
 - Industry reps



https://idainstitute.com/ida_community/future_hearing_journeys/

People with lived experience of hearing conditions

Worries

- Lack of trust and transparency
- Lack of quality information for people with hearing loss
- Tech developments reducing focus on the human aspects of hearing loss

Wishes

- COVID-19 strengthening the focus on hearing care
- The OTC market empowering patients
- Multidisciplinary co-creation of hearing care solutions

“My biggest struggle would be getting reliable information. The way to get good information is to go to somebody, a real-life person, you trust and ask them about things.”

“Tech is important but also emotional impact, depression and isolation has impact on everyone. Hearing loss is an invisible health issue and is easily ignored if this is not a focus.”

“So, I like this holistic approach and providing preventative health care. That’s good. Getting people engaged. I’m not anti-technology... So, I’m quite happy for technology to support and to have a multi-health team that includes hearing loss support.”

Explore the future of PCC in hearing care

Scenario animations for the future of hearing care



These scenarios are relatively extreme, but plausible. They are designed to be a bit provocative and foster debate about the type of hearing sector we want to create by the year 2030. Try to visualize yourself in these worlds and think about how they would impact: the chapters you are representing, a person with hearing loss, and a hearing care professional.



None of the scenarios we have constructed are forecasts, nor do we see one future state as more likely to occur than another. The future is most likely to be a combination of different elements in each scenario. The scenarios serve as a **starting point for discussion and preparation for the future of hearing care.**

In Tech We Trust

Short group discussion

- What challenges would the scenario present for your chapter(s)?
- What opportunities does the scenario present for your chapter(s)?
- What skills and knowledge would you need to develop to help your chapter(s) in this scenario?

Happy Days

25

Short group discussion

- What challenges would the scenario present for your chapter(s)?
- What opportunities does the scenario present for your chapter(s)?
- What skills and knowledge would you need to develop to help your chapter(s) in this scenario?

Planning for the future now

- Are there actions you might need to take in your chapter(s) now in order to prepare for the future?

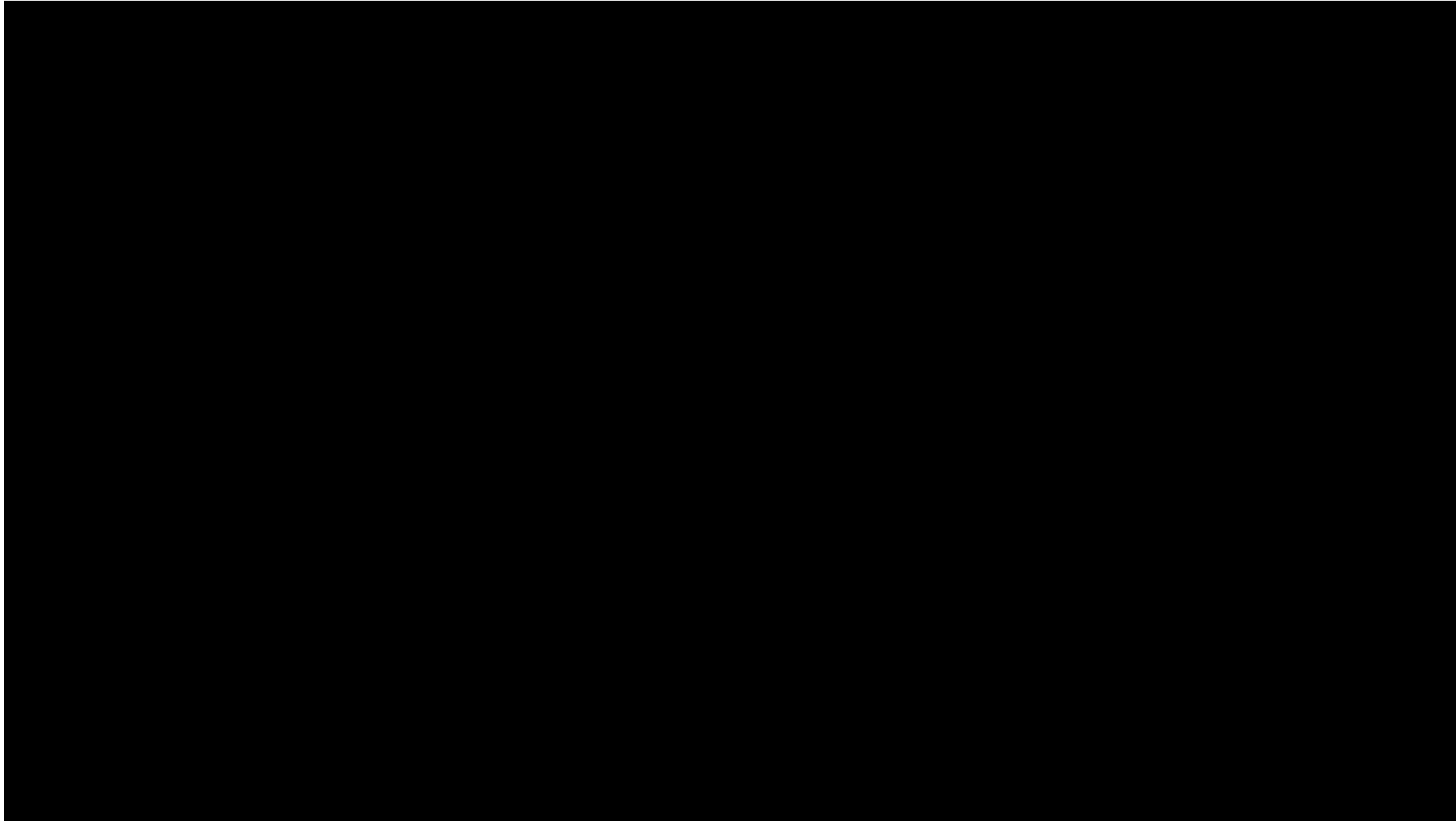


Using scenarios to plan for the changing future

- We have just had an example of the scenario planning method.
- What are your initial impressions?



Copenhagen Institute for Futures Studies



Group discussion

1. What do you think of this method?
2. Would you feel comfortable using these scenarios and scenario planning in your chapter(s)?



Thank you!

Questions and feedback:

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www.idainstitute.com



Thank you
for
attending!

and

Save the
Date



Chapter Development Workshop

Tech Workshops, 6 Part Series

Session 6: How to Use the HLAA Website for Leaders

October 22, 2021

