

Cleveland Hearing & Speech Center Program Evaluation Summary 2022 Audiology Services

Summary of Services

Audiology- In house

We had 8,110 audiology appointments scheduled this year. 74% were completed, 19% were canceled and 7% were no-shows. The Breakdown by office is below.

Breakdown by Office

Office	Completed	Total
Broadview Heights	1095	1095
Lyndhurst	2382	2382
University Circle	1177	1177
Westlake	1334	1334
Total	5988	5988

Breakdown by Office

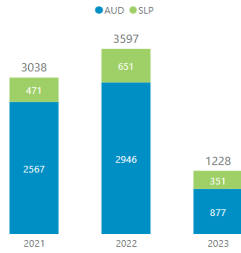
Office	Cancelled	Total
Broadview Heights	317	317
Lyndhurst	536	536
University Circle	357	357
Westlake	299	299
Total	1509	1509

Breakdown by Office

Office	No-Show	Total
Broadview Heights	82	82
Lyndhurst	194	194
University Circle	217	217
Westlake	120	120
Total	613	613

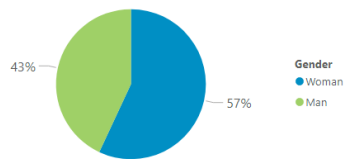
These visits were completed on 2,946 unique individuals

Yearly Clients Served

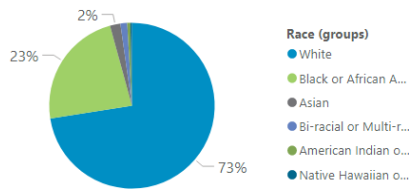


For audiology clients the breakdown of client demographics is as follows:

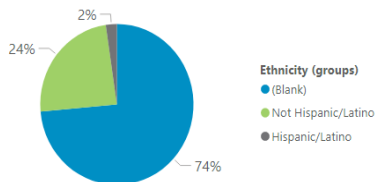
Clients by Gender



Clients by Race



Clients by Ethnicity



The overwhelming majority (91%) of clients we served in audiology were over the age of 18 with only 9% being pediatric clients.

Audiology In the community

- CHSC played an integral role this year in assisting in hearing screenings in 3 districts. 6,060 children were seen for school hearing screenings. 44 children with hearing loss were provided educational audiology services.
- 77 children with hearing loss were served through our home-based early intervention program.
- 158 people educated through 9 outreach seminars
- 22 college students educated through seminars presented as part of their curriculum
- Numerous others were connected with at 3 community-based health fairs.

Analysis:

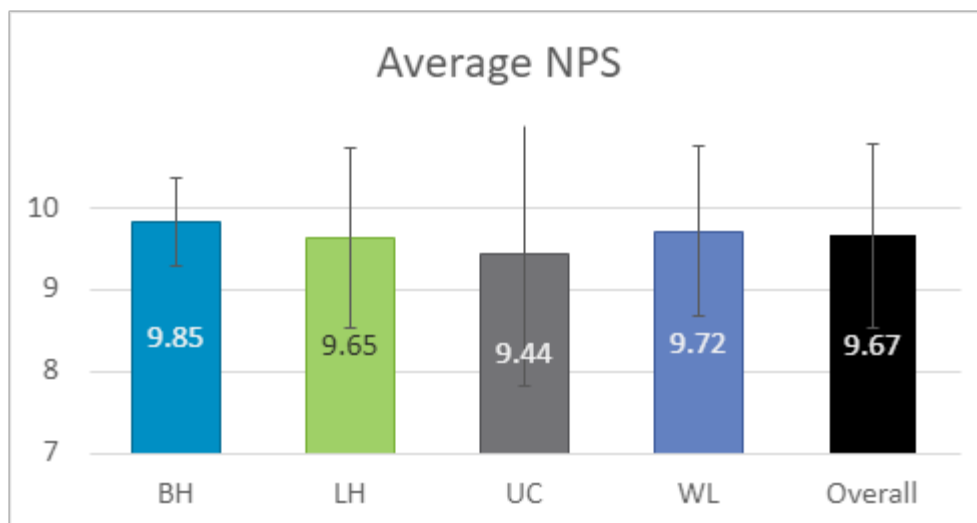
The number of individuals served in in-house at CHSC clinics continues to grow each year with a 15% increase from 2021. We believe the reason we see more women has to do with the fact that many veterans (predominately men) are able to obtain free services from the VA. We serve slightly more white individuals than black based on census data.

We are also seeing more onsite community-based educational seminars and health fairs which support our mission of providing hearing healthcare education. This is welcome after the decrease in these events in the past few years due to COVID.

Client Satisfaction

In 2022 we began using, Gather Up, a service that integrates with our Medical records in Counsel Ear and automatically sends surveys upon the completion of an appointment.

This simple 2 question survey allows us to gather our net promoter score which has been exceptionally high for audiology. In addition, we receive many thoughtful comments from pleased clients. On the rare occasion that a client is unhappy with our services, it has given us the opportunity to reach out and address the concerns. This has been an excellent addition to our workflow as we are able to monitor in real-time any concerns as well as provide positive feedback to staff.



In addition, paper satisfaction surveys continued to be mailed to those who received hearing aids through the Audiology Patient Assistance Program. Response's revealed:

- 93% of respondents indicated that they either strongly agreed or agreed to the following statement: "I can better participate in conversations with my family/ friends with my new hearing aids"
- 93% of respondents indicated that they either strongly agreed or agreed to the following statement: "This hearing aid(s) has had a positive impact on my life."
- 93% of respondents indicated that they either strongly agreed or agreed to the following statement: "I can participate more fully in my daily activities with my new hearing aid(s)."

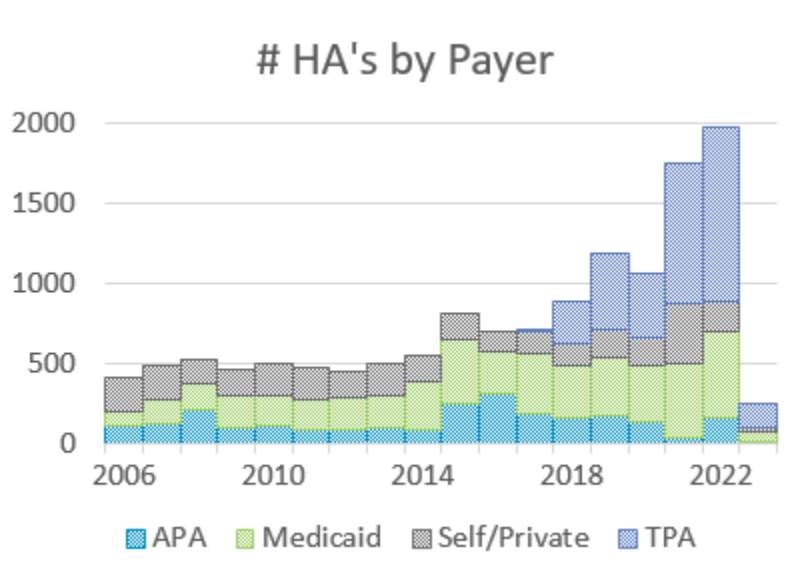
Action:

For 2022, we will look to see if adding additional questions to the Gather Up process would yield helpful results for our agency as questions can be customized.

Efficiency

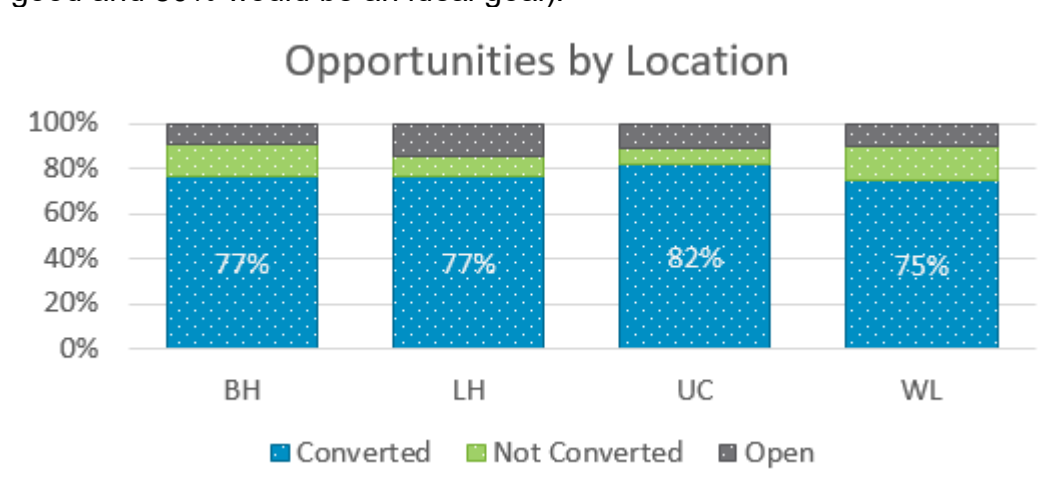
Our main indicator of productivity continues to be hearing aid sales. In 2022, we dispensed 1972 hearing aids which is a 12% increase over 2021. Hearing aid sales continue to grow year over year. This is a direct result of us being responsive to the market and adding many new insurance plans which allow for accessibility to more clients who now have coverage for hearing aids.

The drawback is that the reimbursement from these insurance plans is low. To counteract this, we have made strong movements forward in using Hearing Instrument Specialists (HIS) and audiology aides to ensure the audiologist's time is spent practicing top the top of their license and not handling tasks that could be performed by a para-professional. We added a second HIS to our staff in 2022 as well as an audiology aide, both individuals have served a dual role of working as a client care coordinator and a provider. Our first HIS has moved into full-time clinical work after previously serving a dual role as a provider/ Client Care Coordinator.



** 2023 data only through Feb 20, 2023.

In 2022 we also begin tracking the Opportunity rates of providers to assess their level of helping clients who are candidates for hearing aids. Our overall help/ conversion rate is very strong at 78%. (National information gathered suggests a help rate of 70% is very good and 80% would be an ideal goal).



In 2022 we also made several changes to the schedule that allowed for improved efficiencies. We began offering Walk-in counter service several times per week at each office. This allowed for routine (clean and check and emergency (hearing aid repair) hearing aid issues to be handled without an appointment and in a more timely manner. We also moved to a completely blocked schedule which allowed for a better work flow from month to month. We ensured there was adequate time for follow-up care needed and were able to put in the right balance of different appointment types to maintain a more even workflow month to month. In addition, we are able to adjust appt types to seasonal changes (ex. End of year rush to use insurance benefit).

Action:

Continue to explore all features of Office Management system (Counsel Ear) in order to maximize efficiencies including online scheduling, paperwork via email, follow-up correspondence, patient portals etc.

Continue to move toward the model of having a Hearing Instrument Specialist at all office locations which will allow for more walk-in and same-day appointments and a more cost-effective treatment option for simpler cases. Audiologists will have time to devote to more challenging cases.

Outcomes

We continued to focus on Outcomes and providing services using Best Practice protocols. The audiology team gathered both subjective and objective outcomes using the following measures:

Subjective: International Outcome Inventory for Hearing Aids.

- 98% say their hearing aids help in the situation they most wanted to hear better
- 98% said their new hearing aids improved their enjoyment of life

Objective: Real ear verification and Speech Intelligibility Index

- On average, our clients receive a 78% increase in the ability to understand speech (as measured by the pre and post-Speech Intelligibility Index scores. Average increase of 30.56 to 54.50)

Action:

Continue to explore the feasibility of partaking in the ASHA NOMS projects (national outcome registry). We were unable to take on the ASHA NOMS this year as we did not find it was able to work into our existing workflow.

Accessibility of Services

In addition to physical accessibility which is addressed in our formal accessibility plan, financial accessibility is also exceptionally important.

CHSC is committed to offering many options for payment for services. We participate in many Medicaid and Medicare Advantage plans as well as commercial insurance. This allows many people to access care via their insurance with low or no out-of-pocket costs. In addition, CHSC offers the Audiology Patient Assistance Program for financial assistance in obtaining audiology services. In 2022, through the APA program we dispensed 160 hearing aids to 82 clients. An additional 61 people were served through APA receiving hearing aid repairs, devices or professional services at a greatly reduced cost.

The payer mix for hearing aids at CHSC shows our commitment to financial accessibility. 90% of hearing aids dispensed at CHSC were funded via Medicaid, APA, TPA or private insurance which have zero to very low out-of-pocket costs. Less than 10% of hearing aids dispensed were to self-pay clients.

This year we also added several Medicaid plans as the state of Ohio re-organized their managed care plans. We want to ensure as many clients as possible are able to access care at CHSC.

Action:

CHSC continues to remain focused on accessibility. We have a formal accessibility plan and meet regularly to address any concerns.

In addition, advocacy efforts to maintain funding for APA will continue to ensure access to this program and the positive outcomes it yields.

We will also continue to monitor the insurance landscape and make efforts to add any new insurance plans that have a demand for service in our area.

HA's by Payer Type

