Practice Management
16 – 17 November 2018

Abstracts

Friday 16 November 2018
1.45 pm
Opening Address
Yianni Serpanos

Digital Health: the changing landscape of practice management

Digital health offers innovations in patient care and practice management. Digital health offers improved communication between healthcare practitioners, data storage, streamlining multiple practice management systems, simpler public funding claiming and reimbursements. Many digital health initiatives are focussed on the medical profession. Yet, allied healthcare, grounded as it is in team care and long-term patient support can greatly benefit from available and future innovations.
The presentation will cover:
•   Digital health - What is it?
•   Digital health today
•   Innovation & digital healthcare
•   Pragmatic innovation success with digital health
•   Ideas, Co-design & Co-Creation with digital health
•   Our digital health vision
•   Q & A

Friday 16 November 2018
2.45 pm
Wesley Ong

Four current concerns for audiology practices: eHealth, synergy between accounting and audiology systems, buyers' agents and buying groups.

"When you're finished changing, you're finished." – Benjamin Franklin
The changes we are seeing in audiology are bigger than ever, whether we like it or not! Whether you have run your audiology practice for 3 months or 30 years, there are many questions we are all asking as we face new challenges and platforms for our businesses.

Such changes affect how we run our practice internally, compete with the changing market, connect to a new generation of clients and see the introduction of new concepts that are unfamiliar to audiology. What do we embrace, what do we fight and how much of this can we even ignore? This interactive session will explore such issues and will give a reflection of where we stand as a collective.

Friday 16 November
4.15 pm
Susan Joseph

The Health Records Act – obligations for audiologists

The Health Records Act (HR Act) creates obligations for health service providers, building on professional standards and accepted good practice that already informed the conduct and operation of their organisation.

An overview of the Act will be provided, as well as showing the ways in which it will affect audiologists within the public and private sector, and offer some guidance on compliance. In particular the topics covered will include:

    Key Elements of the Health Records Act 2001 (Vic)
    Rights of access
    Privacy Principles
    Goals of the Health Records Act
    Information Covered by the Act
    Definition of "Health Service
  Exemptions from the Act

Although some attendees may not be subject to the HR Act, they are all subject to privacy laws and the basic principles are identical. Time will be allocated for questions.

Friday 16 November 2018
5.00 pm
Kathryn Burnes

Independent Practice Management – Audiology's Silent Artform

Successful and progressive audiological businesses require skilled audiological services succeed, but to flourish need the business drive of an effective, experienced and passionate practice manager. Indeed, integral to the success of any clinic is the business acumen and drive of proactive administrative staff. The practice manager, in combination with senior clinicians, steers the mission and key objectives of clinical services, and integrates the linking of all services within the clinic.

Traditional practice management involves the day to day coordination of services across the audiology clinic. This includes clinic lists, diary management, coordination of visiting sites, management and recruitment of staff, accounting and legal requirements, marketing, and liaising with patient, referral sources and corporate entities. However, with the rapid evolution of technology so to has the scope and expertise of the practice manager and administration staff needed to evolve. Clinical support staff now must be equally comfortable dealing with clients and patients of the clinic as they are managing information technology and modern communication means.

This presentation will review and discuss the key aspects of successful practice management, and will encourage questions and comments from the audience.

Saturday 17 November 2018
9.00 am
Dr Brian Taylor

Time Over Target: 3 Ways to Run a More Efficient Practice

Time is a clinician's more precious resource. When time in the clinic is spent doing the right things, business is more profitable, and patients tend to be more satisfied. The challenge is knowing what the rights things are and doing more of them. The lecture will review some of the tasks, tests and procedures needed to operate a more time efficient clinic, including the use of computer-based office management systems and tele-health platforms.

Saturday 17 November 2018
Sponsor Contributions

Sponsors will have the opportunity to share their suggestions for effective practice management by extending typical knowledge and use of tools made available by commercial companies or through presentation of related topics of particular interest.

9.45 am - Unitron - Supporting your practice with the FLEX™ ecosystem - presented by Shaun Coghlan (Senior Product Manager, Unitron Global) (online presentation).

> The FLEX™ ecosystem by Unitron™ is a connected network of technologies and programs that are designed to support your practice and help you deliver a personalised patient experience. With a focus on practice management, various solutions Unitron offers to better run a practice will be presented. Solutions like an online hearing test to generate new patient leads, the ability to track your FLEX:TRIAL™ devices with an online inventory management tool and more. The FLEX ecosystem will expand to continue to offer more personalisation, more ease and more flexibility, resulting in better fitting outcomes and clinical practice success.

10.15 am – Starkey – Hearing Care Anywhere – presented by Judy Grobstein AuD-FAAA, MACAud

> This session will discuss how telehealth may be used to improve patient outcomes, patient engagement and satisfaction while providing greater efficiency and convenience for both end-users and professionals. Discussion will address considerations related to the types of telehealth, focus on professional service, and how telehealth may also be used to prevent commoditization of the audiologist's role.

11.15 am – GN Hearing – ReSound Assist – A tool for supporting practice management and providing excellence in client care**.**

> "You've got to start with the customer experience and work back toward the technology" – Steve Jobs.

> With a greater focus on providing client-centred care in the audiology industry, and the rapid pace of technology innovation and change, the role of the clinician is changing and becoming increasingly stretched both in terms of time and resources.

ReSound Assist is an innovative and unique technology featuring telecare options that allows clinicians to provide a greater level of clinical care, whilst still preserving clinical time. Clients are engaging technology much more and are starting to interact with their health care practitioners in less traditional ways through live/web-chat, email, SMS and social media. People want to feel current, connected and in control of all aspects of their lives - and healthcare is no exception. This presentation will explore the opportunities and benefits of using telehealth technology, like Resound Assist, and how it supports better practice management and provides a richer customer experience.

11.45 am – Otometrics - Streamlined patient management to improve patient experiences and outcomes - presented by Marianna Harrison and Matthew Whitehouse.

This presentation will address how to improve the patient and practitioner experience, by explaining the following:
Delivering an interactive, patient-centred service using Otoscan / video otoscopy
Consolidating networks and data with Noah and SQL / Noah roaming connectivity / VPN connection to comply with OHS
Acoustically treating a room / use of the ambient noise feature in Aurical
Improving patient outcomes using two channel REM / two channel speech testing / objectively measuring hearing aid features with freefit and HIT and HIT box/coupler fitting

12.15 pm – Phonak - eAudiology: Shifting from theory to practice

Technological innovations built on connectivity and smart technology (eg, Uber, Airbnb, Netflix) have proven to be powerful, disruptive forces in several fields, upending traditional business models and challenging the status quo. Similarly, there is a digital transformation occurring in healthcare that is having a profound effect on clinical practice and patient care. In this presentation we will review a recent consensus statement put forward by a collection of leading audiologists, researchers and Phonak representatives, as well see how new demands from clients can be met using a synchronous, real-time remote support and fitting paradigm within Phonak Target software.

12.45 pm – Widex –Product & Service Business Efficiencies presented by audiologists, Joel Elliot and Valerie Smets.

Hearing businesses require support in the form of both reliable, time saving product solutions as well as value-add service support. Widex understands the complete range of needs from hearing businesses and has a full package that benefits both the clinician and the practice manager. Learn how by fitting Widex products, your business receives not only best in class products, but also best in class service and business development mechanisms.

Saturday 17 November 2018
2.00 pm
Kellie Wilson and Chris Watt

Hearing Services Program – Enhancing compliance with program requirements and working towards digitisation

The Hearing Services Program (the program) aims to reduce the incidence and consequence of hearing loss and provides vulnerable Australians access to quality hearing services. The program is administered by the Commonwealth Department of Health. Services are delivered by approximately 280 contracted service providers (providers), at over 3000 sites around Australia. The program is guided by a range of legislative and contractual requirements, and providers in the program are required to comply with these program requirements.

In line with global and national best practice the program's Compliance Team has been working to modernise its compliance approach towards prevention and early intervention, and risk-based auditing. A new program Compliance Monitoring and Support Framework was released in mid-2017 bringing the program's compliance approach in line with Australian National Audit Office and Office of Best Practice Regulation guidelines. Key principles include focusing resources where risk signals are most evident and supporting compliant providers with earned autonomy. The first component of the presentation will focus on the new framework, its approach and lessons learnt from its first year of implementation.

The second component of the presentation will outline the requirements for records management and the steps being taken to align the program with the government's commitment to Digital Transformation by 2020. Acknowledging that the client records are Commonwealth records, providers in the program are required to ensure compliance with the legislative and contractual requirements.

The session will outline a range of supports available to providers and practitioners and will give practitioners an opportunity to ask questions and raise issues faced with program compliance and records management.

Saturday 17 November
3.00 pm
Claiming Software commonly used by HSP Providers

The group will split into two, for demonstration and in-depth review of software that is most commonly used for HSP claiming in audiology practices

Fitting Wizard – Francois Capmeil

Fitting Wizard software is a popular practice management tool in the hearing aid industry. The software has evolved and expanded in scope over the years, to cover every aspect of a successful hearing aid practice, up to a point where it can run as a paperless office. The software can stand-alone, on a network of multiple computers, or in the cloud. An easy to manage and affordable Cloud solution can be provided or users can use their own servers.

The software presents the information in a user-friendly way and provides all the features required of a modern Australian practice. The interface has been designed to give both a global view of each client at one glance and direct access to all data from one or more sites. This presentation will demonstrate how to minimize administrative labour by taking advantage of existing data and validating data against existing rules, using the intuitive interface and automated functions such as sending batteries and maintenance renewal claims with covering letters, electronic claims, sending emails or SMS messaging.

Hear Aid – Lindsay Symons

HearAid 5.0 is a practice management system designed for Australian Audiologists and Audiometrists. It based on a powerful SQL-compliant database platform which, unlike Noah and other systems, is open to users to allow them to access all of their data and so can be extended to provide almost unlimited mining of that data.

The program provides functionality: in appointment scheduling; client demographic data, client notes/history, quick linkage to the Hearing Services On-Line portal, electronic and paper claims for the HSP including automated maintenance vlaim processing, e-Claim reconciliation and a built-in web browser which connects directly to the Medicare secure web site. Functions also include electronic storage of scanned client documents, including video otoscope image capture, recalls, hearing test results storage and clinical reports, rrder records and electronic order forms, hearing aid fitting and device records, mail merging, reporting and analysis and interface to accounting package, as well as data export and synchronisation.

This presentation will demonstrate some of the commonly used functions and show how users can access their data for their own reporting and analysis needs.

Saturday 17 November
4.15 pm
Panel Discussion – IAA's Q&A

Panellists: Grant Collins, Wesley Ong, Kathryn Burnes, Jane MacDonald
Topics will include working with Medicare, NDIS, buying groups, third party agents, online referral and review sites, insurance arrangements