

www.audiology.org



Membership Resource Guide

Spring 2014



STUDENT-TO-STUDENT NETWORKING

- » Facebook and Twitter
- » Student-specific online community
- » Student-specific events at AudiologyNOW!®

COMMUNITY INVOLVEMENT

- » University chapters
- » Volunteer opportunities
- » Special Olympics Healthy Hearing (SOHH)

RESOURCES

- » The Academy and SAA Web sites
- » HEARCareers employment and externship resources
- » Resume and cover letter review service
- » Student access and rates to eAudiology

INFORMATION

- » SAAy Anything quarterly e-newsletter
- » Audiology Today
- » Journal of the American Academy of Audiology online

AAA FOUNDATION GRANTS AND SCHOLARSHIPS

- » SAA Student Leader Scholarship and other academic grants
- » Student Research Grants in Hearing and Balance
- » HEAR and SOHH chapter grants
- » SAA conference scholarships and travel grants (ARO, ARC, STAR grants)

Want to start an SAA chapter at your school? Download the SAA Chapter Application form at www.studentacademyofaudiology.org.

TABLE OF CONTENTS

Welcome Letter	2
Advocacy	4
Awards and Grants	4
Coding and Reimbursement	5
Meetings	6
Networking and Volunteering	7
Practice Resources	9
Professional Development	11
Public Awareness	13
Publications	15
ADVERTISEMENTS	
ABA Certification	12
Academy Research Conference (ARC) 2015	C3
AudiologyNOW!® 2015	C4
HEARCareers Externships	8
Member Benefits	5
Student Academy of Audiology	C2

The American Academy of Audiology *Membership Resource Guide* serves as a reference for all current and potential members. The Academy offers membership to all audiologists as a means to advance their careers. If interested in membership, visit www.audiology.org/about/membership for information.

American Academy of Audiology, Inc.

800-AAA-2336 | info@audiology.org www.audiology.org

American Academy of Audiology Foundation (AAAF)

800-AAA-2336 | aaafoundation@audiology.org www.audiologyfoundation.org

American Board of Audiology (ABA)

800-881-5410 | aba@audiology.org www.americanboardofaudiology.org

Student Academy of Audiology (SAA)

800-AAA-2336 | saa@audiology.org www.studentacademyofaudiology.org

Accreditation Commission for Audiology Education (ACAE)

202-986-9500 | info@acaeaccred.org www.acaeaccred.org



ADVANCING THE PROFESSION OF AUDIOLOGY

THE ACADEMY BOARD OF DIRECTORS has identified four entities with missions critical to achieving our preferred futures, and the Academy has entered into written agreements (memoranda of understanding) with each: the American Academy of Audiology Foundation, the American Board of Audiology, the Accreditation Commission for Audiology Education, and the Student Academy of Audiology. The partnerships between the Academy and these four organizations have been dubbed the "A4."

The Academy's mission illustrated on the next page represents what we as the Academy and the A4 are working on and achieving for the profession and for our members.

Please review this *Membership Resource Guide*—an overview of the association's current member offerings. Inform potential members of the Academy's partnerships, products, services, and initiatives, and feel free to contact us with any questions, issues, or suggestions!

Bettie Borton, AuD

President

American Academy of Audiology

Buie Boston

Edward Sullivan

Interim Executive Director

American Academy of Audiology

AMERICAN ACADEMY OF AUDIOLOGY—

Our Mission: To Promote Quality Hearing and Balance Care by **Advancing the Profession of Audiology Through...**

Leadership

Initiative

Preferred Futures
Standards of Practice

SAA Leader Scholarship*

Industry Relations

Jerger Future Leaders of Audiology Conference*

Advocacy

Congressional, Political, and Regulatory Initiatives

Representation on CPT and RUC HCPACs

Practice Management and Compliance Materials

Resources for Quality-Based Reimbursement Models and Performance Measurement

Education

Ethics in Audiology eAudiology: Web

Seminars AudiologyNOW!®

Endowed Lectures on Pediatrics, Workplace Management, and Tinnitus*

Academy CEU Approval

Public Awareness

NAAHP Meetings and Advisory Council

National Audiology Awareness Month

Recruitment Brochures and Presentations

DiscovEARy Zone*

Research

ARC 2015: Vestibular Assessment and Rehabilitation (Funded in part by NIDCD)

Journal of the American Academy of Audiology Online

Research Grants in Hearing and Balance*

Student Research Forum Awards*

*Funded by the American Academy of Audiology Foundation

Academy Partners

Serving the professional and educating the public

Philanthropy



...supporting research, education, and public awareness

Certification for Individuals



...promoting excellence through voluntary general and specialty certifications

Accreditation for Programs



...upholding standards of excellence in education at AuD programs

Student Development



...advancing the rights, welfare, and interests of audiology students

ORGANIZATION	PURPOSE	MISSION
AAA FOUNDATION	Philanthropy	To promote philanthropy in support of research, education, and public awareness in audiology and hearing science.
ABA	Voluntary certification for individuals	An autonomous organization, dedicated to enhancing audiologic services to the public by promulgating universally recognized standards in professional practice. The ABA encourages audiologists to exceed these prescribed standards, thereby promoting a high level of professional development and ethical practice.
ACAE	Accreditation for AuD programs	To serve the public by establishing, maintaining, and applying standards to ensure the academic quality and continuous improvement of audiology education that reflects the evolving practice of audiology.
SAA		To serve as a collective voice for students and advance the rights, interests, and welfare of students pursuing careers in audiology. The SAA introduces students to lifelong involvement in activities that promote and advance the profession of audiology, and provides services, information, education, representation, and advocacy for the profession and the public we serve.

The Academy's advocacy efforts aim to educate elected officials and influence policies regarding hearing health-care issues, while achieving recognition by policymakers of the value of audiologists' full scope of practice. Advocacy success is one of the primary goals of the Academy's *Preferred Futures*, and the Academy encourages all of its members to use its advocacy resources to learn about important initiatives impacting audiologists and get involved!

www.audiology.org/advocacy



Political Action Committee (PAC)

The purpose of the Academy's PAC is to promote policy goals important to audiologists and the practice of audiology. By supporting like-minded candidates for elective office, we can increase understanding among elected officials of the unique and important role of audiology in the delivery of high quality healthcare to patients.

www.audiology.org/advocacy/pac

Legislative Action Center

The Academy's Legislative Action Center allows you to find information about current issues which affect audiology, locate your representatives, and send them editable correspondence to express your support or opposition for an issue.

http://capwiz.com/audiology/home

Honors

Each year, the Academy honors individuals who have made great contributions to the field of audiology. Selected recipients are presented with awards at the Honors and Awards Banquet during AudiologyNOW!® The Academy honors include the Jerger Career Award for Research in Audiology, Samuel F. Lybarger Award for Achievements in Industry, International Award in Hearing, Humanitarian Award, Career Award in Hearing or Balance, and Distinguished Achievement Award.

www.audiology.org/about/information/honors

Research Grants in Hearing and Balance

The Academy's Research Grants, generously supported by the American Academy of Audiology Foundation (AAA Foundation), provide a means for encouraging research as part of a student's training and for the development of new scientists within our profession. There are five categories of grants.

- New Investigator Research Grants of up to \$10,000 are awarded to investigators who have recently completed a doctoral degree in audiology or the hearing sciences.
- Student Investigator Research Grants of up to \$5,000 are awarded to graduate students working toward a degree in audiology.
- Student Summer Research Fellowships of \$2,500 are awarded to undergraduate students or students currently enrolled in a graduate program in audiology who wish to gain exposure to a research environment with a mentor.
- Vestibular Research Grants of up to \$5,000 and the Summer Research Fellowship stipends of \$2,500 are awarded to graduate students for research on vestibular topics.
 - Funded by the AAA Foundation in partnership with the American Institute of Balance Education Foundation.
- Student Research Grant on Hearing Aids, Clinical Protocols, and Patient Outcomes provides awards up to \$5,000.
 - Funded by the AAA Foundation in partnership with Unitron.

The deadline for receipt of all applications and related materials for funding in 2015 is September 30, 2014.

www.audiology.org/education/research/grants

CODING AND REIMBURSEMENT

Practice Management and Regulatory Affairs

From coding and reimbursement questions and issues, to compliance and practice management resources and tools, the Academy gives you the latest information on how to manage your practice and serve patients. The Academy offers a Web site for coding, reimbursement, and compliance as well as an on-staff audiologist who has specific expertise in this area. This section of the Web site delves into topics such as Medicare coding, other coding-related questions, superbill templates as well as ICD-10 coding information. The Medicare area provides information on a broad spectrum of Medicare coverage and reimbursement issues, and information for audiologists to report on the Physician Quality Reporting System (PQRS) measures. The Compliance pages of the Web site offer detailed information regarding areas such as HIPAA, contracting with third party payers, electronic health records, and much more.

www.audiology.org/practice

eAudiology Web Seminars

The Academy offers members a wealth of timely information through its Coding and Reimbursement Series of live online and on-demand Web seminars covering the latest in coding updates and frequently asked member questions.

www.eaudiology.org

Coding, Reimbursement, and Compliance E-Newsletter

Stay up to date on current issues with this monthly e-newsletter, delivered to members on the third Wednesday of every month. Brought to you in part by the Academy's Coding and Reimbursement Committee, Practice Compliance Committee, and Practice Policy Advisory Council.

MEMBER BENEFITS

Did you know that as an Academy member, you can...

Save money on

- Auto insurance
- Business owners insurance
- Professional liability insurance
- Health/life/long-term care insurance—individuals and employees
- Calling card
- Credit card payment processing—special rates on transaction fees charged for your business' credit payments
- Car rental

Promote yourself with

- Compensation and Benefits Survey make sure you are competitively compensated
- Fellow logo—use on your Web site and stationery
- Direct Connect—link from our Web site to yours
- Framing—for personal recognition
- Messages On Hold—promote yourself, audiology, and hearing health care to patients on hold
- HEARCareers—post resumes and search job listings for free
- Resume Review Service

Learn more about these benefits at www.audiology.org, search keyword "benefits."





AudiologyNOW!®

This annual conference offers educational sessions on current audiology topics, the latest research, an exhibit hall filled with audiological products and services, and a great opportunity to network with colleagues.

This four-day event attracts over 7,500 audiologists, researchers, students, other hearing care professionals, manufacturers, and distributors to make up the world's largest gathering of audiology professionals.

The AAA Foundation also provides AudiologyNOW! registration and travel support to audiologists experiencing financial hardship through the Member Assistance Program.

- March 25–28, 2015 | San Antonio, TX | Henry B. Gonzalez Convention Center
- April 13–16, 2016 | Phoenix, AZ | Phoenix Convention Center
- April 5–8, 2017 | Indianapolis, IN | Indiana Convention Center

www.audiologynow.org



Academy Research Conference (ARC)

ARC is a one-day research conference held every year on the first day of AudiologyNOW! Each ARC features presentations on a critical research area by leaders in that field. ARC 2015 will focus on vestibular assessment and rehabilitation and will be held on March 25, 2015, in San Antonio, TX. Save the date!

www.academyresearchconference.org



Jerger Future Leaders of Audiology Conference (JFLAC)

Part of the Academy's mission is the development of a vibrant new generation of Academy leaders. On September 18-20, 2014, the Academy will conduct the fourth JFLAC conference. Thanks to funding from the AAA Foundation.

www.audiology.org/development/meetings

NETWORKING AND VOLUNTEERING



Communities

This resource provides members with greater accessibility and utility to share professional knowledge. It allows members to collaborate on a platform with a document posting area, listserv capabilities, discussion forums, and social media integration. Currently, there is a community dedicated to general audiology, as well as communities on coding, reimbursement, and compliance; pediatrics; and students. Stay tuned for more specialty communities coming soon.

http://community.audiology.org

Social Media

The Academy has a presence on popular social media Web sites Facebook.com, LinkedIn.com, and Twitter.com, allowing for networking among members and the opportunity to learn more about the Academy.

Online Directories

Search our "Membership Directory" to find fellow members. Allow potential patients to find you through our "Find an Audiologist" directory. Contact the Membership Department to learn more and to be included in these directories.

Direct Connect

Make your practice more visible to potential patients. As an Academy member, not only can you list multiple offices in the "Find an Audiologist" directory, but for \$50 annually you can list your Web site address with a live link to your site.

www.audiology.org/about/networking



NETWORKING AND VOLUNTEERING

Academy Volunteer Opportunities

By becoming a volunteer, members become the backbone of the Academy Leadership. Many different committees are available for members to volunteer and share ideas, propose solutions, and assist in strategies that will move the profession of audiology forward.

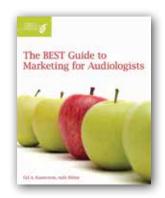
- AudiologyNOW!® Program Committee
- Business Enhancement Strategies and Techniques Committee (BEST)
- Coding and Reimbursement Committee
- Education Committee
- Ethical Practices Committee
- Government Relations Committee

- Honors Committee
- Membership Committee
- PAC Advisory Board
- Practice Compliance Committee
- Practice Policy Advisory Council
- Professional Development Committee
- Public Relations Committee
- Research Committee
- SAA Advisory Committee
- Strategic Documents Committee

www.audiology.org/about/volunteer



PRACTICE RESOURCES



Book

The Best Guide to Marketing for Audiologists

Because the typical audiology curriculum includes little instruction on this important subject, marketing is a topic that overwhelms many audiologists. With that in mind, members of the Business Enhancement Strategies and Techniques (BEST) Committee sought to develop a comprehensive yet simple guide to marketing that would be useful for audiologists working in a variety of practice settings.

www.audiology.org/pages/store.aspx



Brochures

The Academy has various consumer brochures to help educate patients about hearing loss, vestibular disorders, the dangers of noise, tinnitus, audiology, and more.

New this year is the updated How's Your Hearing: Ask an Audiologist brochure and the updated Noise and Hearing brochure. Visit the online store to order brochures in packs of 100, or order brochures, posters, and postcards customized with your practice information at the Custom Print Center to help market your practice.

www.audiology.org/pages/store.aspx



Tablets

The Hearing Health Quick Test tablet includes a brief questionnaire designed to help people of all ages and other practicing physicians determine if further hearing screenings are necessary. As a 6" x 9" tablet of 50 tear-off sheets, this tool is useful in the waiting room, at health fairs, or to leave with other health-care offices. The Audiogram of Familiar Sounds tablet was redesigned in English and Spanish as a resource for use during screenings. Developed and approved by Academy audiologists this full-color audiogram also features a levels of noise chart. As an 8.5" x 11" tablet of 100 sheets, this tool is ideal for every patient room.

www.audiology.org/pages/store.aspx



Multimedia

The Academy has produced multimedia tools, including the Private Practice Start-Up Kit, the BEST Way: Reaching Physicians CD, and the Say What? CD.

www.audiology.org/pages/store.aspx

PRACTICE RESOURCES



ANATOMY OF THE HEMAN EAR

Ear Anatomy Poster

This attractive full-color illustration is an updated version of the classic Zenith Ear Chart by Ernest W. Beck.

The illustration is available in a poster size (17" \times 22"). Ideal as an educational tool no matter your practice setting.

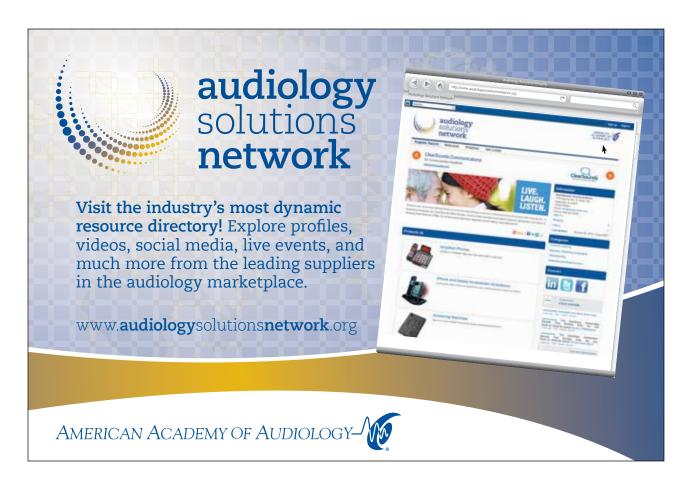
www.audiology.org/pages/store.aspx



Clipboard

This dry-erase clipboard features an image of the ear on the back of the clipboard to help you provide each patient with a visual of his or her hearing loss or condition. Simply write on the image with a dry-erase marker for one patient, then wipe clean for the next patient.

www.audiology.org/pages/store.aspx



PROFESSIONAL DEVELOPMENT



eAudiology

In response to the need for alternative CEU opportunities, the Academy offers eAudiology. This online CEU resource is conveniently accessible 24/7 from your home or office. Tier 1 and Ethics credits are available on select offerings. eAudiology consists of:

- Web Seminars Live and on-demand. There are over 170 Web seminars in our growing on-demand library.
- JAAA CEU Program—Earn up to 1.6 CEUs per year.
- Ethics in Audiology CEU Program—Earn up to 1.6 CEUs.
- Counseling-Infused Audiologic Care CEU Program Earn up to .75 CEUs.

Also available is the eAudiology Unlimited On-demand Web Seminar Package. For \$99, this package offers access to any (or all) of the on-demand Web seminars in the eAudiology library.

Free eAudiology seminars funded by the AAA Foundation include:

- Improving Patient Care Through Innovation in Workplace Management Lecture (supported with grant from Phonak LLC))
- Marion Downs Lecture in Pediatric Audiology (supported with a grant from The Oticon Foundation)
- Topics in Tinnitus (supported with a grant from Widex)

www.eaudiology.org



CE Registry

The CE Registry is a quick and easy way to track your CEUs! The Academy records CEUs submitted by CE Providers, CEUs earned at AudiologyNOW!®, and CEUs earned through eAudiology. The CE Registry is a FREE benefit to Academy members. As a member of the CE Registry, you have the ability to print out an annual transcript, and view your CEUs online. Nonmembers can purchase the registry for \$60.

www.audiology.org/development/continuingeducation/ceregistry



HEARCareers

HEARCareers is the year-round audiology employment and externship resource, offering employment services and resources for both the job seeker and the employer. As a job seeker, you can create a personalized professional profile and upload your resume for employers to view, set up a job search agent, get your resume reviewed by an audiologist, access resume tips, interview preparation tools, and much more. As an employer, you can reach out to audiologists and find the best candidates through featured job posting packages while gaining access to our audiology specific resume database. Employers also have the ability to post externships at no additional cost.

www.hearcareers.org

Specialty, Expertise, Knowledge.Share Yours with the World by Earning an ABA Certification

ABA Board Certification in Audiology, and specialty certification in pediatric audiology or cochlear implants, are high marks of distinction in the profession. Certificants have the education and experience needed to pass a rigorous exam that earns them the right to display their ABA credentials to patients, colleagues, peers, and the community.



Board Certified In Audiology®



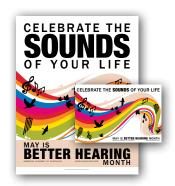
Cochlear Implant Specialty Certification®



Pediatric Audiology Specialty Certification®

To learn more and download applications, visit www.americanboardofaudiology.org.





May Is Better Hearing Month

In celebration of this month, the Academy provides free downloadable posters, e-mail headers, e-advertising, and other tools you can use to help promote better hearing month.

www.audiology.org/resources/consumer/bhm



October Is National Audiology Awareness Month and National Protect Your Hearing Month

Promote awareness nationally, TAKE ACTION LOCALLY!

Every October, celebrate National Audiology Awareness Month and National Protect Your Hearing Month to help increase consumer awareness of audiology and the importance of hearing protection.

- Bookmarks
- Buckslips (to include with your invoices)
- Fact Sheets
- Just for Kids and Young Adults
- Posters

- PowerPoint Presentations
- Press Releases
- Radio PSAs
- Web Tools

www.audiology.org/resources/consumer/audiologyawareness



The DiscovEARv Zone

The DiscovEARy Zone (DZ) is an exhibit designed to promote hearing loss prevention (HLP) and educate the public (and your patients/consumers) about the negative effects of listening to sounds that are too loud for too long. Enter the Zone and learn how you can incorporate the hands-on displays and activities into your practice.

The DiscovEARy Zone is displayed during the annual conference, AudiologyNOW! for the participants. The exhibit is also moved from the convention center venue to a public venue such as a mall, community center, or museum making it available to the community at large.

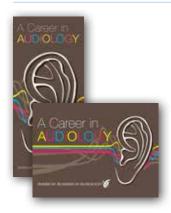
The DZ and other public awareness activities are funded in part by the AAA Foundation and by BlueTree Publishing who provides in-kind support in developing educational materials and programs.

PUBLIC AWARENESS



www.HowsYourHearing.org

The Academy's consumer site features an overview of topics including hearing, hearing loss prevention, hearing aids, cochlear implants, newborn hearing screening, aural rehabilitation, common conditions, and more. It also features easy access to the "Find an Audiologist" directory and the latest consumer-friendly articles from Audiology Today.



Recruitment Resources

As the profession of audiology continues to grow, a need exists to attract students to the field of audiology.

The Academy has created Web pages featuring tips and resources for members to use for recruitment efforts. These pages include information on how to find career fairs and career days at the schools in your area, as well as downloadable PowerPoint presentations, fact sheets, and a levels of noise bookmark.

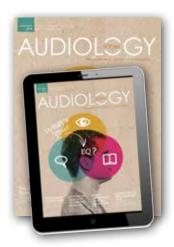
Work with your state audiology organization to help recruit students through local, regional, and/or state science fairs. The AAA Foundation works with state audiology organizations to provide funds for science fair winner awards in local areas. Applications for the AAA Foundation Science Fair Award Funds are available on the AAA Foundation Web site, www.audiologyfoundation.org.

www.audiology.org/resources/recruitment



Meetings

The Academy attends various conventions to promote audiology awareness to physicians, consumer groups, hearing health-care organizations, state meetings, recruitment counselors, and more.

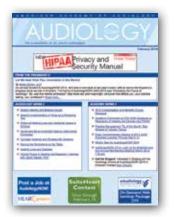


Audiology Today Magazine

Audiology Today (AT) is the American Academy of Audiology's flagship magazine of, by, and for audiologists. AT is a full-color, bimonthly magazine (six issues per year) specifically for audiologists. Each issue provides comprehensive reporting on topics relevant to audiology, including clinical activities and hearing research, current events, news items, professional issues, individual-institutional-organizational announcements, and other areas within the scope of practice of audiology. Academy members receive AT as a benefit of membership.

NEW! AT is now available in a digital format. It is viewable on any digital media device and accessible on the iTunes store.

www.audiology.org/resources/audiologytoday



Audiology Today E-Newsletter

Audiology Today e-newsletter is a monthly e-mail that features the latest information on the field of audiology, including topics such as the future of the profession, accreditation, education, private practice, and risk management, in addition to Academy news and announcements. Academy members receive this e-newsletter as a benefit of membership.

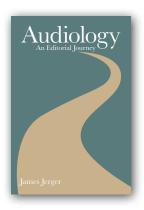
www.audiology.org/news/enews



Journal of the American Academy of Audiology Online

The Journal of the American Academy of Audiology (JAAA) is the Academy's scholarly peer-reviewed publication, issued 10 times per year and available in a robust digital format to Academy members as a benefit of membership. The JAAA publishes articles and clinical reports in all areas of audiology, including audiological assessment, amplification, aural habilitation and rehabilitation, auditory electrophysiology, vestibular assessment, and hearing science.

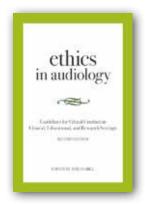
www.audiology.org/resources/journal



Audiology: An Editorial Journey

This book is a must-read on the evolution of audiology research over the last 20 years. Dr. James Jerger has taken editorials from the JAAA and grouped them together into categories showing how research in audiology has helped advance the field.

www.audiology.org/pages/store.aspx



Ethics in Audiology, Second Edition

Newly revised with more in-depth information on ethical conduct in clinical, educational, and research settings. This book meets the growing need for practical advice on common ethical issues faced by audiologists. Now available in an e-book version for iPads, Kindles, and Nooks.

www.audiology.org/pages/store.aspx



www.audiology.org

As a member, you can access this invaluable resource to remain abreast of the latest news and research, find help for managing your practice, participate in advocacy efforts, navigate the maze of coding and reimbursement, and much more.

SAVE the DATE -



#ARC15

ARC15 VESTIBULAR ASSESSMENT AND REHABILITATION

MARCH 25 | SAN ANTONIO, TX | THE FIRST DAY OF AUDIOLOGYNOW!

An estimated 35 percent of adults in the United States over the age of 40 have experienced some degree of vestibular dysfunction. Although the occurrence of these dysfunctions increases with age, vestibular disorders affect the pediatric population as well.

This one-day translational conference will review these various dysfunctions and what research and practice is being done in the areas of vestibular assessment and rehabilitation. Scientists, researchers, clinicians, and students are all encouraged to attend and hear from an internationally respected panel of experts who will present the latest research and evidence from their laboratories and describe how it can be translated into clinical practice.

www.AcademyResearchConference.org

AMERICAN ACADEMY OF AUDIOLOGY FOUNDATION

AMERICAN ACADEMY OF

AUDIOLOGY

Funded in part by NIDCD (R13 DC011728). Women and minorities are strongly encouraged to register.



Save the Date

SANANTONIO, TX

March 25-28, 2015



