

### ***hi HealthInnovations* Program Overview**

Hearing loss affects one in five Americans aged 12 and older, and is the third most common chronic condition among older adults. While 90 percent of people with hearing loss could benefit from hearing aids, fewer than 20 percent currently use them. *hi HealthInnovations* seeks to address an important consumer health need by increasing access to hearing screening and hearing aids for those who would benefit from them. We are seeking hearing professionals who will help us in this mission by accepting referrals from *hi HealthInnovations*.

*hi HealthInnovations* offers a variety of access points into the hearing health system, including

- Working with licensed *hi HealthInnovations* hearing professionals;
- Working with independent, licensed hearing professionals to whom *hi HealthInnovations* customers are referred;
- Web-based and primary care testing to help identify hearing loss.

By offering consumers access choices, *hi HealthInnovations* believes that more consumers will decide to screen for hearing loss and seek treatment. As more people enter the hearing health system, the need for access to hearing professionals will increase.

### **A Simplified Referral Process**

*hi HealthInnovations* will facilitate access to hearing providers through referrals when consumers request an in-person consult, and *hi HealthInnovations* hearing professionals are not convenient to the consumer. Professional services will be paid separately from the hearing devices. The benefit of accepting referrals from *hi HealthInnovations* is that referrals are provided at no cost to professionals. Moreover, most professional services fees are paid directly by the customer at the time of the service, so it is a more simplified and expedient payment process. Third, consumers receive information about the list of key services and prices

prior to their appointment, so they have clear expectations. In addition to the benefits of this model of care, the need for a practice to spend time, energy and money on marketing and administration is reduced.

#### Hearing Testing and Hearing Aid Fitting

- Step 1 Provider administers hearing test (including otoscopic exam, air, bone, speech, tympanometry) and submits results.
- Step 2 Customer purchases and receives programmed hearing aids and user support from *hi HealthInnovations*.
- Step 3 Provider performs real ear measurement, any necessary programming adjustments and counseling during this visit and within 45 days to help the customer adapt to his/her hearing aids.

#### Earmolds

- Step 1 Customer receives hearing aids and earmold type and venting recommendation from the *hi HealthInnovations* hearing professional. If there is a concern over earmold recommendations made, consultation is suggested with the *hi HealthInnovations* hearing professional.
- Step 2 Provider makes ear impressions for customer and orders earmolds.
- Step 3 Provider fits earmolds to hearing aids and performs real ear measurements and any programming adjustments.



### Hearing Testing and Hearing Aid Fitting with Earmolds

- Step 1      Provider administers hearing test (including otoscopic exam, air, bone, speech, tympanometry) and submits results. If custom earmolds are recommended, provider will take earmold impressions and order appropriate earmolds for patient. Earmolds are shipped to provider.
- Step 2      Customer purchases and receives programmed hearing aids and user support from *hi HealthInnovations*. Upon receiving aids, customer contacts provider to arrange appointment for fitting.
- Step 3      Provider fits earmolds to hearing aids. Provider performs real ear measurements, any necessary programming adjustments and counseling during this visit and within 45 days to help the customer adapt to his/her hearing aids.

If you are interested in accepting referrals from *hi HealthInnovations*, please send an email to [hi@hihealthinnovations.com](mailto:hi@hihealthinnovations.com). We will send you an application and Provider Agreement that you may complete and send back to us for processing.