

## Quick Reference Guide for Audiologists in the Direct-to-Consumer Hearing Aid Model

### *What can I do to help our profession respond to this new delivery model<sup>1</sup>?*

- Contact your state licensure board and/or state association to learn what efforts are being made at the state level. Perhaps changes to licensure or legislation are being proposed that would impact direct-to-consumer sales in your state. You might also consider contacting the State Network Subcommittee member representing your region to get a feel for efforts taking place in your area (click [here](#) for a list of representatives by region). By informing yourself of the initiatives, you can help the cause through your involvement in them.
- [Review the ways](#) in which you can prepare individually and with your colleagues for a paradigm shift in hearing health delivery.
- Contact your elected officials and let them know about the consumer safety concerns affiliated with a direct-to-consumer model. Contact information may be found on the Academy's [Legislative Action Center](#).
- Contribute to the Academy's Political Action Committee (PAC). The Academy has been meeting with representatives of both the Executive and Legislative Branches about this issue. Your contribution to the American Academy of Audiology, Inc. PAC will help to ensure that our voice continues to be heard. Click [here](#) for more information or to make a contribution.
- Contact the [Academy's Coding and Reimbursement Committee](#) for more information about the services for which you can be reimbursed under this new model.

### *How can I find out more about the Academy efforts in health-care initiatives?*

- Visit the [Academy's Webpage](#) which summarizes our efforts with United HealthCare/hi HealthInnovations with regard to their direct-to-consumer hearing aid benefit and online hearing aid test.
- For general information about health-care initiatives that the Academy is involved in, visit the [Government Relations News page](#).
- View the Academy's [Public Policy Resolutions](#)
- Follow the Academy's Government Relations updates on Twitter: AcademyofAuD\_GR

### **Additional Academy Resources**

- [A Guide to Itemizing Your Services](#)
- [Additional Resources on Itemization](#)
- [Important Considerations for Audiologists When Reviewing Third-Party Payer Provider Contracts](#)

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<sup>1</sup> Note that Academy volunteers are currently at work drafting a wealth of materials to assist Academy members in these endeavors.