Chapter Development Workshop

The future of hearing care: Are you ready?

Christopher Furlan
Digital Learning and Innovation Facilitator

HLAA
Hearing Loss Association of America
Housekeeping

- Please hold questions until the end of each presentation. We will announce when all are able to ask questions or provide comments.

- Click Thumbnail picture ●●●
  Click meatballs, 3 dots
  Rename: include name and chapter

- Questions, include your name
TIPS

• If captions don’t start automatically click the CC button in the tool bar, View Subtitles

• Caption box can be moved

• Chat feature is available
Adjusting Screen Size
Raise Hand Feature

The raise hand feature is now in Reactions
To ask a question or make a comment raise hand

1. Click on the Reactions
2. Click on Raise Hand
The future of hearing care: Are you ready?
Agenda

01 Introduction to Ida Institute and the Future Hearing Journeys project

02 Scenario

03 Scenario planning and HLAA Chapters
About the Ida Institute

“To build a community that embraces person-centered care and empowers people to get the hearing care they need.”

IDA MISSION

Facts:
• Non-profit organization established in 2007
• Funded by the William Demant Foundation
• 20000 + members in the Ida Community
• Over 30 partners
Person-centered care (PCC)

**Benefits for patients/consumers**
- Greater satisfaction with care
- Better results of treatment
- Easier to follow recommendations of the HCP

**Benefits for HCPs**
- Need for fewer diagnostic tests
- Time saved in appointments
- Increased patient satisfaction
- Better clinical outcomes
- Increased employee satisfaction
Co-creation is at the heart of Ida’s work

User-driven innovation involving PHL and professionals
The PCHN
“The best way to predict the future is to create it”
Abraham Lincoln
Change and hearing care

• What will new service delivery models look like and will they create disruption and uncertainty?

• What are the implications for people with lived experience of hearing loss?

• Will they have access to the care and information that they need?

• Will this create new challenges for HLAA and the chapters?

• And how will you navigate these changes in your chapters?
Discussion

How prepared do you feel to support HLAA members now and in the future (e.g. in 2026)?
The Future Hearing Journeys Project
Who did we speak to?

The insights presented in the report are based on:

• 60 interviews
• Six focus groups
• Two innovation workshops
• One global survey with almost 1,500 responses
• Desktop research
• Trends analysis and scenario planning

Participants:

• People with hearing loss (Consumers/patients)
• Hearing care professionals/clinicians
• Academics & students
• Consumer organization reps
• Industry reps

https://idainstitute.com/ida_community/future_hearing_journeys/
People with lived experience of hearing conditions

Worries

• Lack of trust and transparency
• Lack of quality information for people with hearing loss
• Tech developments reducing focus on the human aspects of hearing loss

Wishes

• COVID-19 strengthening the focus on hearing care
• The OTC market empowering patients
• Multidisciplinary co-creation of hearing care solutions

“My biggest struggle would be getting reliable information. The way to get good information is to go to somebody, a real-life person, you trust and ask them about things.”

“Tech is important but also emotional impact, depression and isolation has impact on everyone. Hearing loss is an invisible health issue and is easily ignored if this is not a focus.”

“So, I like this holistic approach and providing preventative health care. That’s good. Getting people engaged. I'm not anti-technology... So, I'm quite happy for technology to support and to have a multi-health team that includes hearing loss support.”
Explore the future of PCC in hearing care
These scenarios are relatively extreme, but plausible. They are designed to be a bit provocative and foster debate about the type of hearing sector we want to create by the year 2030. Try to visualize yourself in these worlds and think about how they would impact: the chapters you are representing, a person with hearing loss, and a hearing care professional.

None of the scenarios we have constructed are forecasts, nor do we see one future state as more likely to occur than another. The future is most likely to be a combination of different elements in each scenario. The scenarios serve as a starting point for discussion and preparation for the future of hearing care.
In Tech We Trust
Short group discussion

• What challenges would the scenario present for your chapter(s)?

• What opportunities does the scenario present for your chapter(s)?

• What skills and knowledge would you need to develop to help your chapter(s) in this scenario?
Short group discussion

• What challenges would the scenario present for your chapter(s)?

• What opportunities does the scenario present for your chapter(s)?

• What skills and knowledge would you need to develop to help your chapter(s) in this scenario?
Planning for the future now

• Are there actions you might need to take in your chapter(s) now in order to prepare for the future?
Using scenarios to plan for the changing future

- We have just had an example of the scenario planning method.

- What are your initial impressions?
Group discussion

1. What do you think of this method?

2. Would you feel comfortable using these scenarios and scenario planning in your chapter(s)?
Thank you!

Questions and feedback:
chpf@idainstitute.dk
www.idainstitute.com
Thank you for attending!

Save the Date

Chapter Development Workshop

Tech Workshops, 6 Part Series

Session 6: How to Use the HLAA Website for Leaders

October 22, 2021