CPD ACTIVITY EVALUATION

Member's Name:	**Date of Activity:** 28 February 2025- 2 March 2025
Membership Number:	
Title of Activity: Hearing Business Alliance Seminar: "Innovate to Elevate- Transforming Small Business Models"	**CPD Endorsement Number:** Approval No. CPD2425 058 15.75 Endorsed Category 1.1 CPD Points

Members are required to complete the CPD Activity Evaluation and Reflection for points to be accrued.

To assist us in better meeting your professional development needs for the future, please provide us with feedback on:

	Satisfaction Rating: [hover over box to see rating]			
	Highly Satisfied	Very Satisfied	Satisfied	Not Satisfied
Presenter 1: **Stephen Logan**, Business Manager, Hearing Business Alliance: ***'Unlocking Knowledge- Welcome and Seminar Overview'*** Learning Objectives: at the end of this presentation, delegates will be able to: • Understand the "Innovate to Elevate" theme for small business transformation. • Gain insights from industry experts and speakers. • Identify key learning opportunities and plan their agenda. • Navigate the current hearing industry landscape. • Apply actionable innovations to their businesses. • Foster collaboration through networking and partnerships.	☐	☐	☐	☐
Presenter 2: **Dr Brent Edwards PhD**, Director, National Acoustic Laboratories: ***'How Technology Innovation is Changing Hearing Healthcare'*** Learning Objectives: at the end of this presentation, delegates will be able to: • Explain different uses of AI in hearing aid technology and hearing care. • Plan for how AI will affect hearing healthcare services. • Integrate Apple's AirPods Pro hearing aids into their practice.	☐	☐	☐	☐
Presenter 3: **Jane MacDonald**, CEO, Hearing Business Alliance: ***'HBA Key Activities, Strategic Insights and Small Business Update'*** Learning Objectives: at the end of this presentation, delegates will be able to: • Understand HBA's key initiatives supporting the hearing care industry. • Analyze market trends, regulatory changes, and industry challenges. • Explore tools and strategies to help small businesses adapt and grow. • Apply best practices to improve operations and patient care. • Identify opportunities for collaboration and industry networking.	☐	☐	☐	☐
Presenter 4: **Christopher Brew**, Training Manager ANZ, GN Hearing: ***'Platinum Sponsor Video Presentation - Best Practice Counselling for Better Business Outcomes'*** Learning Objectives: at the end of this presentation, delegates will be able to: • Identify innovative assessment strategies for improved outcomes. • Understand the principles of Best Practice Counselling. • Address client objections and optimize recommendations. • Incorporate psychosocial insights into clinical care. • Evaluate the benefits of enhanced counselling for clients and business. • Implement enhanced counselling techniques in workflows.	☐	☐	☐	☐
Presenter 5: **Dr Cliff Olson AuD**, Keynote Speaker: ***'Innovate or Die'*** Learning objectives: at the end of this presentation, delegates will be able to: • Explain the Adoption Curve. • Describe the Lean Startup Method. • Identify two ways they could innovate in their clinic.	☐	☐	☐	☐

Presenter 6: **Yoav Fisher**, Account Executive: ***'Elevate Efficiency: Using AI to Optimise Your Clinical and Business Efficiency'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand AI integration in clinical practices. • Optimize clinical workflows with automated systems. • Enhance clinical decision-making using AI. • Improve patient engagement through technology. • Evaluate the impact of AI on clinical and business outcomes. • Identify and address challenges in AI implementation.	☐	☐	☐	☐
Presenter 7: **Rebecca Wood**, Audiologist and Head of Audiology - Bernafon Australia: ***'Platinum Sponsor Presentation - Bernafon's Counselling Toolkit- Making Life Easier in the Clinic'*** Learning objectives: at the end of this presentation, delegates will be able to: • Be aware of the Bernafon Counselling Toolkit and how to use it in the clinic. • Know a practical full person-centred-care solution to client's hearing needs.	☐	☐	☐	☐
Presenter 8: **Chris Carlile**, Assistant Secretary, Hearing Services Branch, **Gabriela Luksza**, Director, Hearing Policy and Compliance, Hearing Services Branch, & **Rob Aked**, Director Hearing Voucher Operations, Hearing Services Branch, Dept. of Health and Aged Care ***'Hearing Services Program Update' and 'HSP Q&A Session'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand key responsibilities of the administration of the Hearing Services Program by the Department of Health and Aged Care. • Know that the department is only responsible for ensuring contracted service providers deliver services to clients in accordance with the contract and relevant legislation. • Know updated Australian Government policies and programs relevant to hearing service providers, including updates on the Hearing Services Program. • Understand changes and future plans for the HSP and the impacts these will have on contracted service providers. • Be aware of future plans for the HSP website and portal, and consultations. • Have received answers to HSP claiming and operational questions.	☐	☐	☐	☐
Presenter 9: **Anthony Cordi**, Commercial Director, Sonova Australia: ***'Platinum Sponsor Presentation - A New Lens for Clinic Success: The Clinic Value Framework'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand how clinic workflows influence client satisfaction and outcomes by identifying critical touchpoints within the client journey. • Gain insights into clinic performance through KPIs and learn how to use these metrics to identify strengths and areas for improvement. • Identify specific clinic metrics to prioritise, aligning them with the clinic's optimisation goals to drive the most impactful changes.	☐	☐	☐	☐
Presenter 10: **Dr Cliff Olson AuD,** Keynote Speaker: ***'Explaining the Value of Your Testing'*** Learning objectives: at the end of this presentation, delegates will be able to: • Explain results of Speech in Noise Testing • Explain Real Ear Measurement Results • Explain how test result presentation can lead to higher treatment acceptance rates	☐	☐	☐	☐
Presenter 11: **Shane Duffy**, GM Services, Employment Hero: ***'Modern Approaches to Managing your Employees and their Performance'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand the impacts of the latest Australian employment law updates on audiology business. • Know how to apply technology to manage employment in their business. • Be prepared for future employment trends.	☐	☐	☐	☐

Presenter 12: **Dr Judy Grobstein Au.D**, Regional Director of Education and Audiology, Starkey APAC ***'Major HBA Sponsor Presentation - Pushing the Edge of Possibility'*** Learning objectives: at the end of this presentation, delegates will be able to: • Identify the new features of the Edge AI Neuro Sound Technology 2.0. • Describe the way Starkey has enhanced connectivity in the Edge AI product family. • Discuss enhancements to the Starkey Pro Fit programming software and My Starkey mobile app.	☐	☐	☐	☐
Presenter 13: **Dr Cliff Olson AuD**, Keynote Speaker: ***'Clinic Rescue- An Australian Clinic Success Story'*** Learning objectives: at the end of this presentation, delegates will be able to: • Define the Sunk Cost Fallacy. • List the key changes that were made by Daniel Fechner that resulted in the biggest changes to his clinic. • Explain how the Lean Startup Method could implement changes in their clinic.	☐	☐	☐	☐
Presenter 14: **Geraldine Todd,** Sales Director, Widex ANZ - '***Platinum Sponsor Presentation - Innovate, Differentiate, and Lead with Widex Tinnitus Solutions'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand the market opportunity for tinnitus solutions, and how to drive client acquisition and retention for independent practices. • Leverage Widex Zen Therapy for better client outcomes. • Differentiate and elevate delegates' practice in tinnitus care. • Implement strategies to integrate a tinnitus program, boosting revenue and patient satisfaction. • Enhance patient engagement and loyalty by educating and empowering tinnitus patients.	☐	☐	☐	☐
Presenter 15: **Daniel Fechner**, Director & Audiometrist, Ear Studio: ***'Old Systems Can't Fly: Propelling your Audiology Practice into the Future' (Parts 1 & 2)*** Learning objectives: at the end of this presentation, delegates will be able to: • Recognize the CRM system's role in business efficiency. • Identify opportunities to streamline workflows with automation. • Leverage tools to improve business operations and profitability. • Understand the value of external expertise for business efficiency. • Utilize automated business reporting for financial control and insights. • Adopt AI-driven solutions to improve clinical documentation. • Gain motivation and confidence to enhance business systems.	☐	☐	☐	☐
Presenter 16: **Sharna Raley**, Sales Director for Signia ANZ and **Sheena Cuthbert**, Marketing Manager at WS Audiology ANZ Signia - ***'Platinum Sponsor Presentation- Grow your Business with Signia's Unique and Industry-leading Designs'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand consumer segments to create more accurate and relevant messaging. • Learn how these insights enable healthcare professionals to better target and engage specific segments effectively. • Recognise the role of design in hearing aid adoption to address stigma, and expand client engagement to attract new clients and foster greater satisfaction.	☐	☐	☐	☐
Presenter 17: Hearing Industry Panel: **Dr Cliff Olson, Daniel Fechner, Emma Batrouney, Wesley Ong, Katie Bryan** - ***'Taking the First Steps: Leveraging Innovation to Elevate Your Business'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand the importance of innovation in the hearing industry. • Identify opportunities for innovation within their organisations. • Learn from real-world case studies of successful innovation. • Overcome challenges to implementing change. • Apply actionable steps to drive innovation in their businesses. • Foster a culture of innovation within their teams.	☐	☐	☐	☐

Presenter 18: **Jane MacDonald**, CEO, and **Stephen Logan**, Business Manager, Hearing Business Alliance: ***'HBA Member Insights: A Business Q&A Session for Seminar Delegates'*** Learning objectives: at the end of this presentation, delegates will be able to: • Assess progress on addressing key challenges re the proposed HSP changes identified in 2024. • Recognize the impact of delegate input on HBA's strategies. • Apply collaborative problem-solving lessons to their businesses. • Understand regulatory changes and align operations accordingly. • Identify opportunities for ongoing industry collaboration. • Discover strategies to enhance business resilience.	☐	☐	☐	☐
Presenter 19: **Anders Damkjaer Nielsen**, Product Manager, Hearing Instrument Manufacturers' Software Association, HIMSA & **Glen Young**, Director, Otowave: ***'Minimise IT Distractions for your Growing Business'*** Learning objectives: at the end of this presentation, delegates will be able to: • Gain Insight into the IT needs of your business. • Explore solutions to address the IT challenges faced by growing businesses. • Stay Informed on industry trends and HIMSA's initiatives to foster technological progress. • Know dedicated IT Support and Help Desk services tailored to business needs.	☐	☐	☐	☐
Presenter 20: **Kon Kyranakis**, Senior Service Manager ANZ & China, Natus - ***'Platinum Sponsor Presentation - The Importance of Gold Standard Calibration'*** Learning objectives: at the end of this presentation, delegates will be able to: • Understand the importance of annual equipment calibration and the importance of this for clinical service delivery. • Understand what is involved during the calibration of equipment.	☐	☐	☐	☐
Presenter 21: **Dr Cliff Olson AuD**, Keynote Speaker: ***'Consulting like a Boss!'*** Learning objectives: at the end of this presentation, delegates will be able to: • Explain why patients make decisions based on emotion and not logic. • Explain the five types of objections, and list specific strategies to prevent them.	☐	☐	☐	☐
Comments:				
Overall, this activity has met my needs in relation to this topic.	☐	☐	☐	☐

PD ACTIVITY REFLECTION

Please enter a detailed reflection of the professional development gained from this activity:

What did you learn from this activity?

What topics would you like to explore in future CPD activities?