

## OUTCOMES MEASUREMENT MUST BE DONE. WHO'S GOING TO DO IT FOR YOUR CLINIC?



<b>Do it yourself (DIY)?</b> <b><u>You</u> have to decide:</b>	<b>EARtrak?</b> <b>Has made it <u>easy</u> for you.</b>
Which measurement tool to choose? When do you survey clients?	Validated survey tool and standard survey process (6 months after fitting)
The scope of what you measure – <ul style="list-style-type: none"> <li>• Treatment effectiveness?</li> <li>• Satisfaction with service?</li> <li>• Hearing aid performance?</li> <li>• Clinician performance?</li> </ul>	EARtrak survey has broad scope, encompassing many aspects of hearing aid benefit, hearing aid features and satisfaction with service delivery, complete with client and technology profiles.
How do you distribute surveys? <ul style="list-style-type: none"> <li>• Cost of printing/ mailing?</li> <li>• On-line distribution?</li> </ul>	EARtrak supplies all materials for mailing the surveys, including reply-paid envelopes. Emailing is even easier!
Who does data entry of survey responses? <ul style="list-style-type: none"> <li>• You/your staff?</li> <li>• Time cost?</li> </ul>	EARtrak does all this work for you.
Who analyses the results? <ul style="list-style-type: none"> <li>• You/your staff?</li> <li>• Time cost?</li> </ul>	EARtrak provides you with regular performance reports.
What do you compare your results with?	EARtrak includes benchmark data so you can confidentially compare your performance against that of your peers.
Cost of administration – time & \$\$\$?	All materials, data entry, analysis and reporting are included in the fees (12.00 per returned survey).
Confidentiality?	Absolutely! The privacy of your client and clinic information is coded for protection of all parties.
Independence/lack of bias?	Yes – reporting to an independent 3 <sup>rd</sup> party (EARtrak) allows your clients to report their honest opinion about your products and services.
Want to go it alone?	You can join other quality clinics using EARtrak as their preferred quality management measure.