



South Dakota
Speech-Language-Hearing
Association

Introductory level
0.25 ASHA CEUs

SDSLHA Convention

Date of Course: Recorded March 13, 2021

Recording available March 20-May 8

Title: Growing your Audiology Practice

Course Description: Hearing healthcare is changing and the way we practice must change if we want to survive and even thrive. Dr Kasewurm will share simple ways to improve your work and personal lives so that audiology becomes a source of joy and provides the resources to help you realize your dreams

Learner objectives: The participant will be able to:

1. Outline three ways to track business activity which will provide a snapshot of the practice.
2. Describe three ways to make the patient experience something that patients will remember
3. Detail specific steps to take to convince more patients to take steps to improve their hearing

Presenter: Gyl Kasewurm, AuD

Bio: Gyl Kasewurm, AuD started and has operated Professional Hearing Services (PHS) in Saint Joseph, Michigan, for many years. The practice is known for its innovation and is a benchmark for the patient experience. Kasewurm has served many leadership roles in the hearing healthcare arena and has thousands of followers on her DrGyl.com website and she has earned many awards and honors including a Distinguished Achievement Award from the American Academy of Audiology and was honored as a Distinguished Alumnus by the Health and Human Services Department at Western Michigan University, an honor bestowed on only 100 of 18,000 graduates. Dr. Kasewurm is a well-known author and sought after speaker and is an author of Dr Gyl's Guide to Successful Hearing Healthcare Practices.

Disclosures: Gyl Kasewurm reports no relevant financial or non-financial disclosures.

Time ordered agenda:

9:00am -9:15am	Introduction and expectations for presentation
9:15-9:45am	Discussion of KPIs and how they impact business
9:45-10:15am	Basics of tracking and how tracking can affect profitability
10:15-10:30am	Understanding the Business Metric for Maximum Profitability
10:30-11:00am	Convincing more patients to accept your recommendation for amplification
11:00-11:10am	Interactive activity to understand basic business metric
11:10-11:30	Q and A