

SLHS 619M
Audiology Practice Management
Fall 2007

Instructor: Jennifer Simpson, Au.D. CCC-A

Time and Location: 9:00-10:50AM Mondays G-35

Office Hours: By Appointment
Jennifer Simpson B3C 494-0158

Email: jsible@purdue.edu

Optional Text: Hosford-Dunn, H., Roeser, R., & Valente, M. (2000).
Audiology Practice Management. New York: Thieme.

Course Description:

This course will examine audiology as a business and professional issues related to audiology. Business topics include practice management, employee management, marketing, and reimbursement. Professional issues include licensing requirements, certification, credentialing, scope of practice, liability issues, and career planning.

Educational Objectives:

- The student will write a business plan for an audiology practice.
- The student will create a curriculum vitae/resume.
- The student will be able to recall relevant issues in audiology regarding business practices and professional issues.

Grading:

Business Plan:	40%	Due: November 26, 2007
Resume/Cover Letter:	10%	Due: November 05, 2007
Exams (2):	25% each	September 24 th and November 19 th

Grading scale:

90%-100%:	A
80%-89%	B
70%-79%	C
60%-69%	D

Course Overview:

Date	Topic	*Optional Readings
08-20	Course Overview Feasibility Studies Business Structures	*Chapter 1 (1-13) *Chapter 8 (189-206) *Chapter 2 (17-33)
08-27	<u>Guest Speaker: Dr. David Klodd</u> Rush Medical Center	
09-03	Labor Day	
09-10	Business Plan Financial Reports	*Chapter 14 (313-336) Chapter 15 (337-350) Chapter 13 (291-312)
09-17	Marketing and Audiology	*Chapter 7 (137-172)
09-24	EXAM #1	*Chapter 6 (97-122)
10-01	<u>Guest Speaker: Julie Renshaw: Gordon Stowe</u> Equipment selection	
10-08	Fall Break	
10-15	Human Resource Management Federal Employment Laws Resume, Interviewing, Job search	
10-22	<u>Guest Speaker: Kevin Broadstreet, Charter One</u> Bank, Small Business Loans	
10-29	CROSSROADS	
11-05	Audiology Practice Enhancement/Growth <u>Guest Speaker: Dr. Shannon VanHyfte</u> Total Quality Management <i>Resume and Cover Letter Due</i>	Chapter 4 (49-68)
11-12	Reimbursement: Sources and Methods Healthcare Models Pricing	*Chapter 17 (363-376) Chapter 16 (351-362)
11-19	Exam #2 Could I be a successful private practice owner?	
11-26	Risk Management and Professional Liability Best Practice, Malpractice <i>Business Plan Due</i>	*Chapter 3 (41-48) *Chapter 9 (207-226)
12-03	Career Choices, Continuing Education, and Mentoring Course evaluations	*Chapter 21 (481-489)

*The chapters listed are optional. Students will be given articles to read that are required.

The schedule and topics may be modified at the instructor's discretion.

Students are expected to attend all classes and participate actively in group discussion and activities. Please come to class ready to discuss articles and topics.

American Speech-Language-Hearing Association (ASHA)
Certification Standards Addressed in this Course:

Standard IV-B: Foundations of Practice

B1: Professional codes of ethics and credentialing

B20: Laws, regulations, policies, and management practices relevant to the profession of audiology

Standard IV-D: Evaluation

D15: Maintain records in a manner consistent with legal and professional standards.

Standard IV-E: Treatment

E16: Maintain records in a manner consistent with legal and professional standards.

Adaptive Program Services:

Students with disabilities must be registered with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided. If you have a disability that requires academic adjustments, please make an appointment with me to discuss your needs as soon as possible.

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Here are ways to get information about changes in this course: my email address: jsible@purdue.edu, and my office phone: 494-0158.