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INFORMATION FROM
Associated Audiologists, Inc.
"Hearing Your Best for Life"



Hearing Your Best

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"Go beyond the expected and do the extraordinary"

40 Years of Better Hearing for Kansas City and Beyond

The year was 1985, and young Jim Wise was at a crossroads—should he finish a PhD in Audiology, or follow in his father's footsteps and go to medical school? After much discussion with his wife, Carody, and their family and friends, Jim decided to finish his PhD, and that was the beginning of Associated Audiologists, Inc.

Jim and Carody rented a tiny room adjacent to the volunteer department at the original Olathe Hospital and began to fill it with used audiology equipment. While Carody worked full time in public accounting, Jim hit the pavement and developed relationships with local physicians to help them understand the benefits of audiology care for their patients.

"It was a bit hand-to-mouth at first," Jim recalled, "but then things finally started to take off." At that time, private audiology practices were rare—only one other practice was operating in the Kansas City area, and a few ENT practices had an audiologist on staff.

Building a culture of excellence

Jim and Carody were committed to building a place where patients could get top-notch care from people who truly cared. "We wanted to develop a culture of excellence and caring and develop relationships with our patients,



- May 1985**—Dr. James A. Wise and his wife, Carody, establish Associated Audiologists, Inc., at Olathe Medical Center, Olathe, Kansas.
- 1989**—Second clinic opens in the Prairie Village Office Center, Prairie Village, Kansas.
- 1999**—Third clinic opens on the campus of Saint Luke's South, Overland Park, Kansas.
- 2008**—Fourth clinic opens in the Cushing Medical Plaza, Leavenworth, Kansas.
- 2008**—The original Olathe clinic relocates to the campus of Shawnee Mission Medical Center, Shawnee Mission, Kansas, now AdventHealth.
- 2010**—Dr. Steele and his wife, Julie, purchase the practice from Dr. Wise and Carody.
- 2011**—The Shawnee Mission clinic relocates to the Antioch Hills Medical Building, Shawnee Mission, Kansas.
- 2012**—Fifth clinic opens in Manhattan, Kansas after purchasing Audiology Associates.
- 2012**—Overland Park clinic relocates to the Southridge Medical Building, Overland Park, Kansas.
- 2014**—Sixth clinic opens north of the Missouri River in the Embassy Park Professional Building, Kansas City, Missouri.
- 2014**—Dr. Wise and Carody retire from the practice.
- 2015**—Associated Audiologists Celebrates its 30th Anniversary.
- 2017**—Dr. Steele named a Hero in Healthcare by *Ingram's Magazine*.
- 2019**—Seventh clinic opens in Eastern Jackson County, Independence, Missouri.
- 2022**—Lawrence clinic opened.
- 2024**—Overland Park office remodeled.
- 2025**—Expanded team to 16 providers and 38 total staff members.

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HEAR HERE

Tim Steele, PhD,
President and CEO

I'm excited to recognize our 40th year in business. Where were you forty years ago in May 1985? I was in 8th grade, running Spring track and living on our family farm outside of Waterville, Kansas. That feels like a lifetime ago!

This issue of our newsletter makes an effort to look back. Associated Audiologists, Inc. exists because of great people and meaningful relationships. If you are reading this, you are likely a part of the story and journey of our practice. Thank you!

You will notice an article honoring our founders, Dr. Jim and Carody Wise, as well as updates from several other retired team members that many of you have worked with over the years. It's important to recognize those who were a part of where we are today. It's also important to use these inflection points to look ahead.

We have a tremendous team of audiologists and employees who serve our patients every day. Some of these team members have been here more than 30 years and others only a few months. Regardless, we are committed to our mission to change lives through comprehensive audiology care. We remain dedicated to providing excellent and personalized services to everyone.

Last week, I received an email from a mother whose daughter was performing in Kansas City with a touring company. Her hearing aid had broken prior to opening night and her mother reached out to us late on a Friday afternoon for help. Our team worked her in at the end of the day and got the hearing aid functioning, much to her daughter's relief. The email expressed gratitude and appreciation for the outstanding customer service and compassion to help in this unique situation. This example allows me to see a bright future for our company, our patients, and the awesome team of people who make their career here.

To another 40 years—Hear Here!

Cheers to 40 years!

On a picture-perfect spring Saturday, friends, family and employees of Associated Audiologists gathered at the home of Dr. Tim and Julie Steele to celebrate the 40th anniversary of the practice.

Guests took a guided tour of the Steeles' historic home, which was recently redecorated as part of the 2025 Symphony House fundraiser, and enjoyed appetizers, drinks and live music on the patio. To cap off the event, Dr. Tim Steele shared remarks and reflected on the rich history and bright future of the practice.

"Associated Audiologists is built on relationships, and I'm excited about the future of our company and the future of audiology," said Dr. Steele, President and CEO.



"Something I learned from my dad that I told every audiologist I helped train was that your first priority was to sit down with your patients and hear their story. That was a cornerstone to what we wanted to practice. You go beyond the expected and do the extraordinary."

— Dr. Jim Wise

because we knew these were going to be long-term relationships where we'd see people on an ongoing basis," Jim shared.

From this foundation of excellence, the practice began to grow. "At first, we did it all!" said Carody. "But as we were able to add staff, we always looked to them for input. The people who are part of the practice are very good at empathy and it motivates them to treat others the way they would appreciate being treated if the roles were reversed. It's a great feel—we're in the business of helping people."

As demand for their services began to grow, the Wises expanded the team and opened additional locations around the metro. Training new audiologists has always been a priority for the practice, and one student in particular—Tim Steele—made a strong impression on Jim and Carody.

"One of the first things I heard Tim say that really impressed me was that he knew he would learn a lot at Associated Audiologists because Jim had so much experience," Carody recalled. "Jim was always ready and excited to hear what the students were learning in their programs, because he had a real commitment, practice-wide, of continuing to learn and stay up on the latest information. We recognized that everyone moves forward more steadily if you're open to new ideas and new ways of thinking."

Finding the right fit for each patient

Rapid advances in hearing aid and office management technology meant that this nimble approach was vital to the success of the practice. "When we first started out, we didn't have computers," Jim shared. "The Telex 28AC was the standard in-the-ear hearing aid at the time. It was an analog device. Things began to evolve as some of the companies started to come out with hybrid analog/computerized hearing aids, and eventually they became all digital and the equipment became more sophisticated, where they were more programmable to the individual."

However, "you could have the best and most expensive hearing aid and if it's not programmed right, it's the worst hearing aid," Jim emphasized. That's why it was (and continues to be) so important to the Associated Audiologists team that every provider developed an ongoing relationship with each patient to ensure that their hearing aids were fit and programmed correctly and adjusted appropriately over time.

Passing the baton

Remember that bright young student, Tim Steele? As fate would have it, Tim and his wife Julie took over ownership of the practice in 2010 and continued to lead with excellence since then. "You couldn't have asked for better people to have taken over the practice," Jim said. "Carody and I both care about Tim and Julie so much, and we're so proud of both of them in terms of what they've done."

The Wises hope the practice will continue to grow and be an integral part of the health care community in Kansas City. "Our practice is in good hands with good people," Jim said, "and I hope that the profession of audiology will continue to expand and be part of the field of hearing health care."



Dr. Jim Wise and his wife Carody with Julie and Dr. Tim Steele.

Marketing consultant Sherry Osburn retires after 22 years

Associated Audiologists would like to extend a special thanks to Sherry Osburn for her 22 years of service as Marketing Consultant for the practice.

Sherry first came on board in 2002, when Dr. Jim Wise was looking for some help with marketing and public relations. A mutual acquaintance recommended Sherry, and with her extensive background in freelance health care marketing and communications, Sherry was a natural fit. Soon, she became not only a valued team member, but a friend to many of the staff members.

Sherry coordinated advertising campaigns, wrote numerous articles and blog posts, and put together many print publications, like newsletters, flyers and patient materials. Dr. Tim Steele expressed his gratitude for everything she did for the practice:

"Sherry's behind-the-scenes work has been a critical component to our success at Associated Audiologists. Since she ran her own business, she took the success of Associated Audiologists personally. I've felt that Sherry always watched out for our best interests. Over the years, she developed a deep understanding of our profession and became a true and dedicated friend. I'm excited for the next chapter of Sherry's life, but she will be missed."

That respect and warmth is mutual. "Jim and Tim are both really wonderful people," Sherry shared. "I felt like the mission and the science behind everything they were doing was very legitimate, and I always appreciated how thorough they were."

Personal and professional connections

Both of Sherry's parents as well as her husband are patients of the practice. "Our personal experience with them as providers really reinforced things," she said. "Everything they're doing is in the best interest of the patients and the folks they're serving—they will really go the extra mile to make sure everyone is getting the most out of their hearing aid technology."



Like the ever-evolving hearing aid technology, marketing and communications trends have shifted over the years, too. "Marketing has changed a lot in terms of going from very print-oriented to more of a digital effort," Sherry reflected. "The practice has evolved in the ways that they reach people and they continue to change with the times." In recent years, that has included adding social media, a dynamic and resource-filled website, and more communications via email and text messaging.

Sherry is now enjoying her retirement at their lake home in the Ozarks. They live closer to their grandchildren and visit them often, hosting them for summertime fun at the lake. While she misses her clients and enjoyed working with everyone, she is glad they still come back for their audiology appointments and get to catch up.

"Our audiologists and staff work so hard for their patients to really be able to help them," Sherry emphasized. "I've seen the results in my own family."

We wish Sherry all the best in her retirement and thank her for 22 years of service to the practice!

FOLLOW US ON SOCIAL MEDIA



Do you like to keep up with friends and family on Facebook? Make sure you're following Associated Audiologists to get all the latest news on healthy hearing and updates from our staff at all 8 locations.

Facebook.com/HearingYourBest



We are also on LinkedIn:
**LinkedIn.com/company/
associated-audiologists-inc**

Where are they now?

► We checked in with a few long-time team members of Associated Audiologists who are enjoying retirement. Here's what they're up to now...

Jim and Carody Wise, former owners of the practice, 1985-2010

Jim and Carody continue to be actively involved with both their adult children and grandchildren, who all live in the Kansas City area. They enjoy daily walks and golfing, and Jim is an avid fly fisherman. Carody advocates for issues at the state and federal level for individuals with developmental disabilities.



Larry Ruder, audiologist, retired 2014

Retired audiologist Larry and his wife Ginny recently celebrated their 60th wedding anniversary. They are thankful to be in good health and enjoy their family of three children, seven grandchildren and four great-grandchildren, all of whom live in the Kansas City area.

Ginny enjoys playing bridge with her friends and nurturing her flower beds. Larry keeps busy with projects around the house and enjoys going to church and out to breakfast with his friends. He also volunteers for Harvesters and Blessings Abound food banks and enjoys keeping up with the latest in audiology through the KU Osher Lifelong Learning Institute.

"I continue to admire the progress of Associated Audiologists," Larry shared. "Ginny and I have sent many people to the different offices and always have full confidence that they are cared for with integrity and professionalism."



Marlene Sedlacek, administrative assistant at Overland Park clinic, 2006-2017.

After retiring from the front office at the Overland Park clinic, Marlene keeps busy with her husband, two daughters and grandkids. She feels blessed to be in good health and cherishes her quiet morning workouts before everyone else wakes up.

Marlene came to Associated Audiologists by answering an ad in a small local newspaper and was the friendly face at the front desk in the Overland Park office for 11 years. "I think the first person you see when you come into a medical office really sets the stage," she shared. "Everyone has to cooperate in order to make it work!"

One of Marlene's favorite memories from her time on staff was playing the Tina Turner song "Simply the Best" every Friday morning before patients arrived to get the staff motivated to finish the week strong. "That's how I feel about Dr. Steele and the whole team—they're simply the best!" Marlene said.

Cindy Seberger, administrative assistant at Overland Park and Prairie Village clinics, 2009-2021

Cindy served as an administrative assistant at both the Overland Park and Prairie Village offices over the course of 12 years. She is now enjoying retirement in Lincoln, Nebraska with her husband and grandkids. She volunteers at the church thrift store and loves to read, especially historical fiction and nonfiction.

Cindy came to Associated Audiologists via a staffing agency. She remembers interviewing with Dr. Wise and Dr. Steele, but getting the final stamp of approval from Carody before being hired.

"Associated Audiologists was the best place I ever worked," Cindy shared. "The camaraderie between the employees, including the doctors, and the patients—everybody cared about everybody else. If you look at the number of years that staff have been there, that speaks for itself."

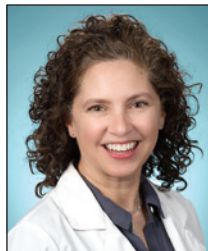
While she hopes the practice continues to succeed, she said, "I hope that it never gets too big that it outgrows the friendliness and the good atmosphere!"

PAST **PRESENT** FUTURE

REFLECTIONS ON AUDIOLOGY

The world of audiology and hearing health has changed significantly over the 40 years that Associated Audiologists has served the Kansas and Missouri communities. A few of our audiologists took time to reflect on what they've observed and share their hopes for the future of the profession.

Personalized care and technology benefit hearing health – Lisa Battani, AuD, Hearing Aid Program Director



So much has changed in the past 40 years! Not only have hearing aids become much smaller and more cosmetically appealing, we have transitioned from analog to digital devices.

As digital hearing aids became more sophisticated, our ability to tailor the devices as well as introduce new features to address tinnitus, single-sided deafness, and unaidable regions of hearing improved significantly. Hearing aids are now tiny computers worn at ear level, analyzing incoming sound millions of times per second. Rechargeable devices, the ability to connect to smartphones, TV, and remote microphones are all commonplace now but were not even on the radar in 1985. Hearing aid technology has come a long, long way.

While the tools available to help someone with hearing loss just keep getting better and better, I love that our practice focuses on each individual and their specific needs. Our goal is to develop relationships with our patients and their families. We provide a comprehensive treatment package, appropriate

counseling, and long-term support to ensure our patients have the best chance for success.

As we continue toward the future, I hope we can continue to wow people with better hearing and remove the stigma surrounding the treatment of hearing loss for both patients and professionals.

So many have had negative experiences elsewhere or recall family members struggling with hearing aids in the past. By the time they meet with us, we often hear how their experience is so much better and different than they expected...in a good way!

I also hope we can shift the focus away from expecting a product to solve every issue. Hearing aid marketing creates the false idea that patients will hear only what they want and background noise will disappear. Better technology is definitely worthwhile, but realistic expectations set the stage for success. Not all hearing aids are the same, but marketing will make it sound as if they are.

Finally, I want our patients to know how important it is to see a trained audiologist for their hearing care needs. A hearing aid delivered to you in the mail is not going to be the same as something professionally fitted, programmed and verified in your ear canal, so come see us anytime you have concerns!

Hearing aid technology – Dave Nissen, AuD, Director of Technology and Equipment

I have been with the practice since 1998. At that time, most hearing aids were still analog. Our tool to fine tune them was a tiny screwdriver. I could turn the low frequency bass sounds down, or increase the overall loudness. If that did not meet our goals, the hearing device was mailed back to the manufacturer to rebuild it with a different circuit. Then we started the process again.



The next generation of hearing aids included directional microphones, which was the first step to hearing better in noisy environments. Soon, digital sound processing was integrated into hearing aids. This offered much more flexibility by allowing us to adjust the hearing aids with a computer. No more mailing the aids to the manufacturer for sound modifications.

As technology has evolved, so have hearing aids. Most modern hearing aids have multi-channel digital sound processors, directional microphones, Bluetooth connection to smartphones, wireless synchronization

between ears and the ability to connect to accessories. I have had to learn a new skill set to troubleshoot Android and iPhones as well as the hearing aids themselves.

Artificial Intelligence (AI) has been the buzzword in mainstream media. Hearing aids are no different. They collect information about how users adjust their hearing aids in different listening environments. This collection of hearing aid data is used to calculate new algorithms to assist all users when in challenging listening environments. A mesh network of hearing aids helping each other is something my miniature screwdriver and I would have never comprehended.

Today's technology is now able to help people in ways we never imagined. While no device can fully replace natural hearing, the technological improvements in hearing aid technology can provide assistance to so many people living with hearing loss and tinnitus.

There has never been a better time to seek better hearing.

Legislative update – Stacey Baldwin, AuD, Clinical Services Director and Legislative Coordinator

Since I began with Associated Audiologists, Inc. in 2005, the health insurance industry, and how it relates to audiology coverage, has changed drastically. Coverage was primarily Medicare, with or without a supplement, and commercial plans. Most of these plans provided coverage for diagnostic audiology services only and very rarely covered any portion of prescription hearing aids.

The addition of Medicare Advantage plans in 1997 and increased demand from baby boomers introduced a more competitive market, encouraging carriers to begin offering coverage for additional services such as hearing aids.



Despite the popularity of such plans, mostly due to lower-cost premiums, the industry is starting to see a downward trend in Medicare Advantage plan enrollment. People are beginning to recognize the limitations of these plans and many are seeking more comprehensive coverage with greater access. We may have already seen the peak of Medicare Advantage plans and might see traditional Medicare grow again in popularity.

Legislatively, audiologists have been pushing for autonomy for the past 2 decades. I recall my first legislative trip to Washington, D.C. in 2013—I had high hopes of improving coverage and access to quality audiologic care. While Medicare has always covered medically necessary diagnostic hearing evaluations, patients had to seek a referral from a physician before they could access that benefit. In 2023, Medicare implemented a policy change that allowed audiologists to submit certain medically necessary tests to Medicare, without the need for a physician order.

While this change did improve patient access to audiologic care, there are still several limitations to that coverage we need to improve. Organizations such as the

Today, Medicare Advantage plans account for approximately 54% of Medicare beneficiaries, which is more than double the 25% market share they had in 2010.

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What can your hearing aids do for you?

Just as the technology inside your hearing aids continues to advance, there are more and more ways to combine your hearing aid with other devices, like smartphones and TVs, to make the most of your investment.

Smartphones

Most newer hearing aids can connect with Apple or Android smartphones so you can hear the audio of your phone calls, music or podcasts directly through your hearing aids. Many hearing aids also come with their own app, which lets you adjust settings, check charge levels, and pair your hearing aids with different devices.

Auracast

It's wonderful to see the world around us becoming more and more accessible. Whether it's limited mobility, vision impairment or hearing loss, there are now many accommodations and adaptations to help make life easier for people with different needs.

One of these options is Auracast, a new Bluetooth public connection option that will be rolling out in the coming years at public venues. From restaurants and movie theaters to concert halls and places of worship, Auracast will allow individuals to join public audio streams with ease.

To connect to an Auracast broadcast, make sure your phone and audio device (hearing aids or headphones) are both Auracast-compatible and have Bluetooth

turned on. In your phone's Bluetooth settings, you will see your audio device and can select the Auracast broadcast from the list of options.

TV

If you've ever had a battle over the TV volume with your family members, we've got good news for you: Many hearing aid brands offer Bluetooth connections or listening devices that allow the user to receive TV audio directly to their hearing aids.

The person with hearing loss can control the volume they personally hear, independent of the volume of the TV speakers.

For those who don't wear hearing aids but would like a boost to their TV sound, TV earphones might be an option. Good quality sound bars or speaker systems can also be very helpful.

Tech support

Your audiologist can help you understand the special features of your hearing aids and get you connected to more resources and support if you need assistance. Many hearing aid manufacturers have videos and step-by-step instructions on their website to help you make the most of your hearing technology, or call your manufacturer:

- ▶ **Widex:** (844) 497-8844
- ▶ **GN Resound:** (888) 735-4327
- ▶ **Phonak:** (800) 679-4871

New battery packaging

Recent changes to child safety laws in Kansas have resulted in some frustration for hearing aid users who have battery-powered devices. In order to protect young children from accidentally swallowing batteries, which can be harmful and even fatal for them, battery manufacturers changed the packaging so they are more difficult for children to open. Unfortunately, that means the packages can be difficult for hearing aid users to open, too!

To help you navigate this new packaging, we are offering some supports for our hearing aid users who make use of disposable batteries. We are creating a step-by-step tutorial on how to open battery packaging using scissors, which will be available on our website. We also have new battery caddy options that allow you to store new batteries safely in a container that is easier for adults to access while still protecting children.

Please talk to your audiologist if you have any problems with opening your battery packaging or would like to purchase a battery caddy.



A fresh new look for the Overland Park clinic



Our Overland Park clinic patients and team members have been enjoying the newly remodeled space for about a year now. In addition to an overall refresh and update, we also added a larger waiting room to better accommodate patients and their families. Administrative assistants and patients both appreciate the removal of the glass barrier in the reception area, which allows for easier communication and connection. Finally, we were able to add to the patient rooms for more spacious and up-to-date care.

Team members explore personality types at fall retreat

The entire team at Associated Audiologists went to the Somerset Ridge winery for a day of team development last fall. The retreat focused on the Enneagram, a widely used personality assessment that helps people better understand themselves and those around them.

At a previous retreat, all of our team members took the assessment to learn about their unique personalities and facilitate personal growth and development. This time, the group took the Enneagram a step further and focused on how the different personality types interact with each other. This helped them to learn the most effective strategies for communicating with other personality types and how to interpret actions by others.

After digging in deeply to get to know one another better and foster stronger workplace connections, they ended the day with live music and a wine tasting to celebrate our team's accomplishments throughout the year.



Introducing...the Widex Allure

Widex, one of the industry's top hearing aid manufacturers, recently invited **Lisa Battani, AuD, CCC-A**, to be one of the beta-testers for their newest product, the Widex Allure. While the new platform is just now available for consumers, it's a labor of love that's been in the works for 10 years. "Thousands and thousands of engineering hours were spent refining and improving the already outstanding technology to create this new chip," Dr. Battani shared.

The Widex Allure platform uses the latest hearing aid technology for expertly calibrated sounds in any environment. With its powerful, next-generation W1 chip, the Allure delivers crystal clear speech without sacrificing your awareness of your surroundings.

And that's where the Allure really excels. "Widex is well-known for clear and natural sound, which is frequently preferred by musicians," explained Dr. Battani. "The Allure chip improves sound quality even further by balancing speech clarity with situational awareness.

"The best description of the listening experience is 'transparent.' The sound quality is amazing!"

Who can benefit from the Allure?

The Allure is a great option for people with all levels of hearing loss, from mild to significant. The new processor is so fast, you will not notice any lag time between the sounds and your ear—a concept Widex calls ZeroDelay™. And whistling can be a thing of the past with the Dynamic Feedback Controller, which adapts to changing sound levels in real-time to effectively manage feedback without losing sound quality.

"When someone wearing hearing aids can simply be in the moment instead of focusing on adjusting their devices, that is the best endorsement of performance," said Dr. Battani.

Here we grow again! Welcome Brynn Ashmore, AuD

We are pleased to welcome **Brynn Ashmore, AuD**, to the Associated Audiologists, Inc. team. Dr. Ashmore joins us after relocating from Pensacola, Florida, where she spent three years practicing at the West Florida Medical Center Clinic.

A lifelong lover of the Wizard of Oz, she has finally found her way to Kansas. Dr. Ashmore will be seeing patients full-time at our Overland Park clinic.



Congratulations on your graduation, Molly!

We're thrilled to add **Molly Whiteley**, newly minted AuD this May, to our Manhattan clinic. Dr. Whiteley will serve as a full-time audiologist beginning in June 2025. You may have met Molly while she completed her externship with us this year. A native of Abilene, Kansas, Molly completed her undergraduate degree at Kansas State University and is looking forward to serving Manhattan and surrounding areas near her hometown.



Several doctors now serve multiple locations

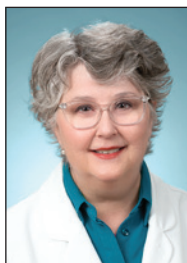
Katie Rhoads, AuD, joins our Kansas City Northland clinic full time in April.

As Dr. Rhoads transitions to her new role, we invite her current Overland Park patients to schedule their next appointment with **Abigael Kelly, AuD**. Dr. Kelly joined our team in June of 2022 and has been seeing patients full time in our Overland Park clinic since finishing her Doctor of Audiology degree in May of 2023.



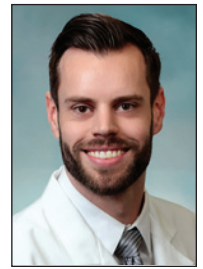
Sarah Jo Mediavilla, AuD, will transition to our Kansas City Northland clinic on Monday, Tuesday and Wednesday.

We are also happy to announce that **Linda Erickson, AuD**, will be seeing patients at our Prairie Village location on Tuesday, Wednesday and Friday. She will continue to see patients at the Overland Park clinic on Monday and Thursday.



Thank you, Dr. York

We'd like to extend our thanks and best wishes to Jonathan York, AuD, who transitioned to a new role with Widex in April. Dr. York had been with Associated Audiologist since starting his externship in spring of 2018. Drs. Rhoads and Mediavilla will continue to provide excellent care for our patients in the Northland.



Adventures in Denmark



Several of our team members had the opportunity to visit Copenhagen, Denmark in March to attend a conference. Pictured here are **Dr. Battani, Tanja Porter, Dr. Baldwin, Dr. Steele, and Dr. Erickson**.

Staff anniversaries

Congratulations to the following staff members who are celebrating anniversaries with us this year:

- ▶ **Kacie Malin**, Audiology Assistant, Shawnee Mission clinic – 5 years
- ▶ **David Paul, AuD**, Leavenworth and Lawrence Clinic Manager – 10 years
- ▶ **Stacey Baldwin, AuD**, Clinical Services Director, Overland Park clinic – 20 years
- ▶ **Kim Young**, Senior Accounting Coordinator, Shawnee Mission office – 30 years



**ASSOCIATED
AUDIOLOGISTS**

We are on a mission:

To improve lives through comprehensive audiology care.

Academy for Doctors of Audiology (ADA) have been consistently working on bills that would provide Medicare coverage for diagnostic and treatment services provided by audiologists without the need for physicians' orders, which would improve access and efficiency of diagnosis and treatment. They are also steadfast in their goal of seeing Doctors of Audiology (AuDs) become

appropriately classified as practitioners under the Medicare system.

We are looking forward to a future where patients have better access to quality audiological care, have fair coverage for diagnostics and treatments and for audiologists to be recognized for the doctoral-level care they are trained to provide.

A bright future: the next generation of audiologists – Dana Jacobson, AuD, Director of Practice and Patient Relations

I have had the honor of being an audiology clinical educator for 15 years, and have hosted doctoral students from local, regional and national universities.



has improved the effectiveness of treatment options for hearing loss, tinnitus, and auditory processing disorders. They are leveraging new diagnostic measures and collaborations with physical therapists to improve dizziness and balance.

We also see a broader understanding of the health care system in our next generation. Today's audiologists emphasize advocacy for patients and their profession. They have a different level of civil engagement, centered around ensuring the health care system is easy and equitable to access.

This generation of audiologists see themselves as global citizens. They have more exposure and education in cultural awareness when compared to previous generations. They value diversity and the different perspectives it brings. They are open to change and they think outside of the box to find solutions for problems like our shortage of doctoral-level audiologists. They have embraced new service delivery models, including the use of audiology assistants to extend their abilities in a space where there are few of them.

Audiology has a bright future in the hands of our next audiologists. I look forward to continuing to support the next generation of audiologists through their education.

A key component to the future of any profession is the next generation. Associated Audiologists, Inc. understands this, and considers supporting educational programs central to our mission and core values.

Our profession has experienced significant positive changes over the course of my career. Much of that is due to the contribution of new providers and changes in academic programs. Audiology students are learning to increase inter-professional collaboration, which improves health outcomes for patients. They are ready for telehealth service delivery that can reduce barriers to accessing care.

We are seeing the new generation embrace advanced applications of computer and smartphone technology because they grew up with it. It's familiar to them. This

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Reflections
on Audiology
See page 6.



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We value your time!

To help us keep things running smoothly, remember the following tips when you come for your appointment:

- ▶ **Arrive a few minutes early.** This helps us give every patient personalized, one-on-one care.
- ▶ **Bring your current insurance card and photo ID.**
- ▶ **Write down any questions** you have for the audiologist.
- ▶ **Call the office** to notify our staff if you're running late or can't make it. That helps us keep things running on time for everyone.
- ▶ **Phone tip: Please say the name of the patient first** if you're calling on behalf of a loved one
("Hi, I'm calling about John Smith, date of birth 7/16/45; this is his daughter, Sarah.")



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