

Hearing and Speech Department
AUD 858: Business Audiology
(2 credit hours)

Instructor: Teresa Kennalley, Au.D., CCC-A
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Course description:

Business and Practice Management of the Audiology Clinic

Course objectives:

To provide an introduction to the business side of Audiology, principles that will apply to every practice setting. Each student will develop a business plan for a private practice and include the critical components necessary for insuring business success. Course topics will include: Operational functions, i.e. human resources, marketing, managing staff, legal and ethical practice concerns, billing, coding and reimbursement.

Course format:

- Lecture with power point and other presentation formats
- Weekly discussion and application of the readings to our Department clinic operations
- Development of a business plan
- **Online requirements** Weekly ethical practice segment- An ethical or practice issue will be posted in a discussion forum. Ongoing student participation throughout the week as we discuss a topic. Students are expected to find articles and utilize other resources to support the discussion.
- Each student will be assigned a topic regarding a particular practice issue. Assignments will be made the first class session, and presentations will be completed during the last week of class.

Textbook:

Hunsford- Dunn, Roeser, and Valente. (2008). Audiology Practice Management, 2nd edition, Thieme Medical Publishers. ISBN 978-1-58890-511-6.

Grading Policy:

Grades will be based on the completion of all course assignments.

The business plan should be completed in sections with due dates posted on Angel. Each section will be reviewed, and revisions are allowed prior to turning in the final product. The business plan grade will be based on the final product. The business plan will be worth 70% of the course grade.

Weekly on line ethics discussion will be graded based on participation, quality and quantity of your discussion each week. The discussions will comprise 10% of the course grade.

Each student will complete research and make a presentation on an assigned topic in business. This should be a 10-15 minute presentation with a complete bibliography of resources. The grade will be based on content and research and will comprise 15% of the course grade.

Grading Scale:

91-100 %	A
81-90%	B
71-80%	C
61-70%	D
60% or less	F

ASHA CERTIFICATION STANDARDS:

Students enrolled in this seminar will acquire skills and knowledge associated with the follow ASHA standards for certification in Audiology:

B1,2, 12, 17, 18, 20; C1; D1, 15; E 1, 8, E14

Topic Outline

Week 1	Development of the Business Plan Introduction to the Ethics of practice, Rules and regulations Ethics topics will be covered in an ongoing manner, throughout the course, online
Week 2	Personnel, professional and support staff, human resources considerations.
Week 3	Business planning – Financial principals, understanding the bottom line How to design and equip the practice space - class time June 22
Week 4	Business essentials – Guest lecturer- Dr. Kevin Ruggle- class time June 22
Week 5	Marketing and practice growth
Week 6	Reimbursement – Coding and Billing issues, insurance, credentialing
Week 7	HIPAA- patient records, documentation, quality control issues
Week 8	Student presentations on assigned topics Clinic manuals are due July 27

BOOK CHAPTER Readings

➤ **Week 1**

Practice Management – Chapter 2 (**Ethics**), Chapter 13 (**Writing a business plan**), Chapter 6, page 130 – page 131 (**Mission, vision and goal setting**)

➤ **Week 2**

Practice Management - Chapter 4 (**Human Resources**)

➤ **Week 3, 4**

Practice Management – Chapter 15 (**Practice Accounting**), Chapter 14(**Audiology Practice Office design**)

➤ **Week 5**

Practice Management – Chapter 5 (**Marketing**)

➤ **Week 6**

Practice Management – Chapter 16 (**Reimbursement**)

Additional reading and assigned research re: current coding and billing practices

➤ **Week 7**

Practice Management – Chapter 3 (**Quality**), Chapter 9 (**Documentation**), skim Chapter 7 (**HIPAA**)

➤ **WEEK 8 – STUDENT PRESENTATIONS ON ASSIGNED TOPICS**

BUSINESS PLANS ARE DUE

Learning assistance, academic performance enhancement, and psychological services at KUMC are free, confidential, and available at Student Counseling & Educational Support Services by calling 913-588-6580 or visit G116 Student Center.

Any student in this course who needs an accommodation because of a disability in order to complete this course should contact the instructor the Equal Opportunity/Disability Specialist (913-588-7813, TDD 913-588-7963) as soon as possible.

Any student with extenuating circumstances which could prevent the fullest expression of his/her abilities should contact the instructor to make individual arrangements.

Any student who does not understand and/or accept the contents and terms of this syllabus must notify the instructor in writing within one week after receiving this syllabus.