

For Your Information

AAA MEMBER CE NEEDS SURVEY SUMMARY

The AAA Board of Directors organized a continuing education needs assessment project during the spring of 1996. The AAA Needs Assessment Committee, chaired by Dennis Van Vliet, has reviewed the results of the survey and will present details learned from the study in future issues of *Audiology Today*. Surveys were sent to 1539 members selected at random, with a total of 813 membership surveys returned.

Listed below are the top 40 problems and issues which received the largest total number of definite or extreme concerns from the membership (see *Audiology Today*, 8:5, pgs. 17-18 for details of the survey protocol). This listing will serve as a guideline for future actions to be taken by the Academy leadership and the Board of Directors. Many issues that consume today's leaders are noted to be surprisingly low on the members' needs scale, (e.g., the AuD does not make the list until numbers 16, 24 and 25).

It may be interesting for you to see where your personal concerns registered on the 1996 AAA Membership Needs Survey:

1. Staying current with rapidly changing technology(85.7%)
2. Other professionals' knowledge/awareness of the needs of individuals with hearing loss(84.9%)
3. Role of audiology in health care reform.....(84.0%)
4. Other professionals' awareness of the profession of audiology(82.5%)
5. Consumer knowledge/awareness of audiology(82.2%)
6. Appropriate personal compensation for audiology services(80.6%)
7. Knowledge of current audiology technology by entry-level clinicians(80.2%)
8. sources of credible information about new technology(79.7%)
9. Consistency of preparation of audiology graduates...(79.3%)
10. Amplification technology(77.2%)
11. Professional autonomy audiologists(75.8%)
12. Bridging the gap between academic preparation and clinical practice.....(75.7%)
13. Ensuring continuing competence of audiologists(72.1%)
14. Making informed choices among different diagnostic and rehabilitative technology options(70.5%)
15. Ability to bill 3rd party payers(70.2%)
16. Moving existing practitioners to the AuD level(68.7%)
17. Accessibility (location) of AAA sponsored CE programs(65.9%)
18. Affordability of AAA sponsored CE program(65.8%)
19. Hands-on training with common computer systems and software(65.2%)
20. Otoacoustic emissions(62.1%)
21. Diagnostic audiology(60.4%)
22. Practice management - business issues(60.3%)
23. Effectively marketing one's services(59.9%)
24. AuD as the entry level degree.....(59.2%)
25. Increase understanding of AuD issues by the membership(58.2%)

26. Pediatric audiology.....(57.5%)
27. Mandating CE for licensure in all states(57.5%)
28. Psychology of dealing with patients.....(56.7%)
29. Funding for new technology for application in audiologic practice(56.7%)
30. Limited financial resources to run audiology programs(55.4%)
31. Preparation to become an independent practitioner.....(55.3%)
32. Consensus of who we are as a profession(52.8%)
33. High costs for students to attend audiology programs(52.2%)
34. Availability of learning materials for independent study(51.4%)
35. Evoked potentials(49.8%)
36. Counseling(49.1%)
37. Investing in new technology(49.1%)
38. Availability of AAA-developed information and marketing materials.....(46.5%)
39. Aural rehabilitation and habilitation.....(46.0%)
40. Maintaining both the scientific and clinical bases of audiology.....(45.4%)



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