

## Preferred Futures 2012–2017

### Our Vision:

To be essential in the professional lives of audiologists by:  
 - Advancing the science and practice of audiology  
 - Achieving public recognition of audiologists as experts in hearing and balance.

### Our Mission:

To promote quality hearing and balance care by  
 advancing the profession of audiology through  
 leadership, advocacy, education, public awareness, and research

Goal	
<b>1</b>	<b>Ensure that audiologists are known as the preferred health-care providers for hearing and balance wellness</b>
1A	Evaluate various business models (e.g., optometry, dental) as potential templates for audiology
1B	Identify and develop a preliminary plan for consumer groups that can improve hearing health and balance
1C	Collect and develop outcomes measures that demonstrate that audiologists are preferred providers
1D	Develop an outreach plan that communicates outcomes messages
<b>2</b>	<b>Expand the availability and accessibility of hearing and balance care</b>
2A	Determine the feasibility of providing a professional home for audiologists' assistants
2B	Identify technologies (e.g., telehealth, mobile audiology) that extend the reach of audiology services
2C	Amplify recruitment of future audiologists through SAA and career counseling organizations
<b>3</b>	<b>Achieve recognition by policymakers of the value of audiologists' full scope of practice</b>
3A	Achieve direct access (H.R. 2140)
3B	Obtain a seat at the RUC-HCPAC and CPT-HCPAC
3C	Achieve fair compensation for services
3D	Obtain an individual classification for audiology in the NAICS codes
<b>4</b>	<b>Establish and promote (exemplary) standards in the provision of hearing and balance wellness</b>
4A	Complete development of professional standards
4B	Evaluate the Academy's strategic and fiscal interests in academic standards
4C	Evaluate the strategic and fiscal implications of developing a national exam