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Auris Insights: ENT Edition



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Putting the 'E' Back in ENT: The Physician's Role in Treating Hearing Loss

Recognizing Better Hearing & Speech Month

May is **Better Hearing & Speech Month**, a timely reminder that hearing care isn't just an audiologist's responsibility — it begins in the ENT office. This month's feature explores how ENTs can more actively engage in diagnosing, referring, and managing hearing loss to improve overall health outcomes.

Research Summaries: Latest Studies in Audiology

Untreated Hearing Loss Increases Hospitalization Risk

Lin et al., 2013 – JAMA Internal Medicine

- Older adults with untreated hearing loss had a 32% higher rate of hospitalizations over 10 years.
- Hearing loss was independently associated with increased burden of disease and medical costs.

Reference: <https://doi.org/10.1001/jamainternmed.2013.1868>



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Continued from page 1 Putting the 'E' Back in ENT

Key Insights:

- ◆ Hearing loss is a medical condition with systemic consequences — not just a hearing aid issue.
- ◆ ENTs are uniquely positioned to detect hearing-related health risks early.
- ◆ Integrated care models lead to better outcomes and higher patient satisfaction.

Why Hearing Loss Is More Than a Sensory Deficit

For decades, hearing loss has been viewed through a rehabilitative lens — treatable primarily with devices. But growing evidence reveals its broader links to cognition, depression, isolation, and systemic health outcomes. As physicians who specialize in the ear, ENTs must reclaim leadership in hearing care.

- ◆ Untreated hearing loss is independently associated with increased dementia risk, fall frequency, and hospitalization rates.
- ◆ It is often misidentified or under-addressed during ENT visits when diagnostic bandwidth is limited.
- ◆ Referring patients “for a hearing aid” without diagnostic context undermines patient outcomes.

Changing the Narrative in ENT Clinics

ENTs can play a pivotal role in reshaping patient and staff expectations:

- ◆ Reinforce that hearing care is **a medical service** — not a retail solution.
- ◆ Prioritize diagnostics and brain-based interpretation before treatment.
- ◆ Integrate audiology into medical discussions (not just surgical triage).

Clinical Benefits of ENT - Audiology Alignment

- ◆ Stronger interdisciplinary communication between physicians and audiologists
- ◆ Higher treatment plan adherence from patients who understand their diagnosis
- ◆ Greater revenue capture when audiology is embedded into clinical pathways



Connon's Corner

Q&A with Connon: Understanding MaestroAuD™

This month, Connon Samuel, CEO and Co-Founder of Auris Practice Solutions, answers common questions about MaestroAuD™, the hybrid remote audiology model transforming ENT clinics.

◆ What is MaestroAuD™?

A fully integrated, real-time remote audiology model connecting your patients to licensed audiologists via high-definition video and audio — all within your clinic walls.

◆ How is this different from typical telehealth?

Unlike home-based telehealth, MaestroAuD™ delivers in-clinic diagnostics under physician supervision using certified Medical Assistants and remote licensed and credentialed audiologists.

◆ What is MaestroFusion™?

MaestroFusion™ is our proprietary software platform that powers

the MaestroAuD™ program by seamlessly connecting remote audiologists with your on-site test equipment, your medical assistant and video communication—all through a single, secure system. Purpose-built for ENT and private practice settings, it enables fast, reliable, and professional remote diagnostic care from start to finish.

◆ Who performs the audiology sessions?

Doctorate-level audiologists, credentialed and supervised, who document directly in your EMR.

◆ What results can practices expect?

Increased audiology capacity to allow current audiologists to focus on helping more patients get into hearing treatment, reduced staff strain, and improved patient care without changing your staffing structure.

◆ Want to learn more?

Visit www.aurispracticesolutions.com to request a 3-Points of Reflection Practice Review.

About J. "Connon" Samuel

CEO & Co-Founder, Auris Practice Solutions, LLC

Connon brings extensive experience in business strategy, practice management, and audiology integration within ENT settings. As the CEO of Auris Practice Solutions, he focuses on optimizing audiology services through innovative models like MaestroAuD™, helping ENT practices enhance patient care while improving operational efficiency.

Rebuilding the Medical Model of Hearing Care

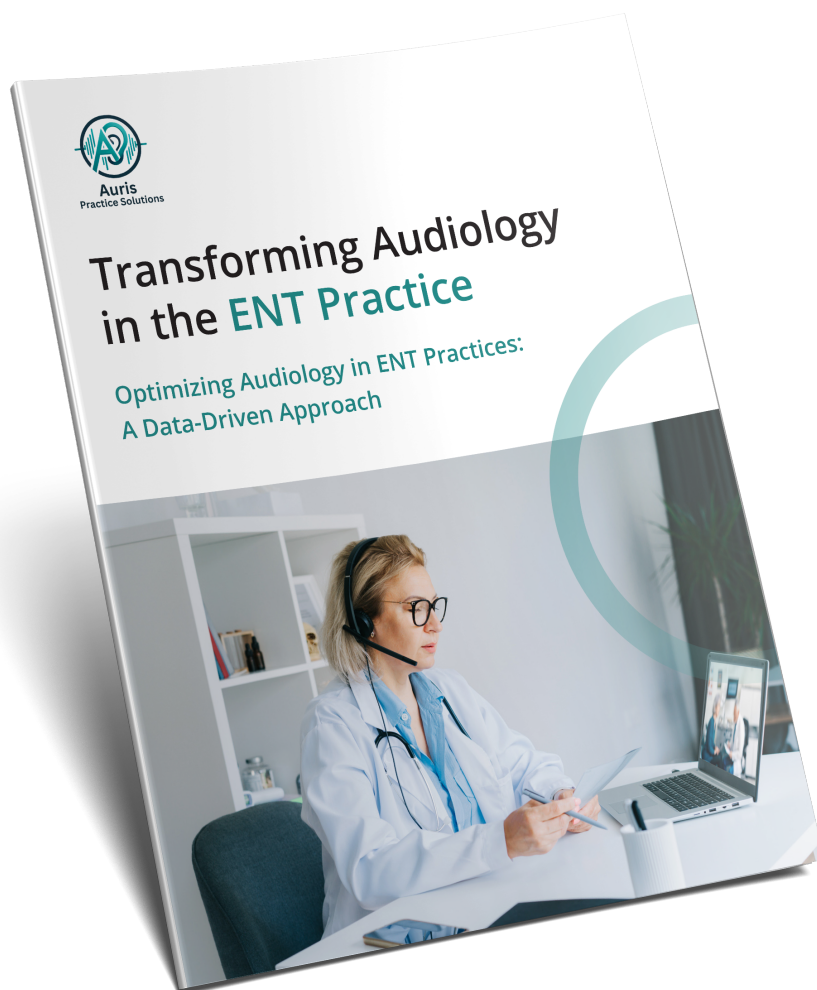
Valente et al., 2021 – Hearing Review

- ◆ Positioning hearing loss as a brain-based condition shifts treatment from sales to science.
- ◆ The article urges ENTs to adopt diagnostic-first models before initiating hearing aid trials.
- ◆ Medical models elevate care, reduce abandonment, and legitimize audiology in clinical pathways.

Reference: <https://hearingreview.com/practice-building/practice-management/medical-model-of-care>



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Final Thoughts

ENTs are at the helm of hearing healthcare. As our understanding of hearing loss deepens, so too must our models of care. Patients deserve treatment plans built on diagnostics, not assumptions.

Auris Practice Solutions is here to support ENT-led audiology models that prioritize medical excellence, operational efficiency, and patient-centered outcomes.

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Download the White Paper Now: AurisPracticeSolutions.com/WhitePaper