

Term Information

Effective Term Summer 2022

General Information

Course Bulletin Listing/Subject Area Speech and Hearing Science
Fiscal Unit/Academic Org Speech & Hearing - D0799
College/Academic Group Arts and Sciences
Level/Career Graduate
Course Number/Catalog 8936
Course Title Practice Management in Audiology
Transcript Abbreviation PracMgMtAud
Course Description This course will address issues associated with the business aspect of the profession of audiology including development of a business plan, basic accounting, marketing, and management of personnel. This course is intended to help students understand and prepare for their future as an audiologist from a business and financial perspective.
Semester Credit Hours/Units Fixed: 3

Offering Information

Length Of Course 14 Week, 12 Week
Flexibly Scheduled Course Never
Does any section of this course have a distance education component? Yes
Is any section of the course offered Greater or equal to 50% at a distance
Grading Basis Letter Grade
Repeatable No
Course Components Lecture
Grade Roster Component Lecture
Credit Available by Exam No
Admission Condition Course No
Off Campus Sometimes
Campus of Offering Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites none
Exclusions
Electronically Enforced No

Cross-Listings

Cross-Listings No

Subject/CIP Code

Subject/CIP Code 51.0202
Subsidy Level Professional Course
Intended Rank Professional

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

Course Details

Course goals or learning objectives/outcomes

- Student will demonstrate knowledge of basic business structures for audiology private practice and the implications of each.
- Student will be able to formulate a business plan and basic business budget to account for overhead expenses, marketing, etc.
- Student will explain how to develop pricing for goods and services in a private practice setting
- Student will apply principles of billing and reimbursement in the private practice setting.
- Student will develop a basic business marketing plan which includes materials necessary for each type of marketing.
- Student will develop leadership skills required to run a business, manage human capital, and fulfill responsibilities of a practicing audiologist simultaneously.

Content Topic List Sought Concurrence

- private audiology practice, business plan, budgeting, leadership, marketing, billing, reimbursement, No

Attachments

- 8936 Practice Management in Audiology Syllabus_post ASC Tech review.docx: Syllabus
(Syllabus. Owner: Harnish,Stacy M)
- SHS 8936 tech review.docx: tech review
(Other Supporting Documentation. Owner: Harnish,Stacy M)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Harnish,Stacy M	01/21/2021 03:40 PM	Submitted for Approval
Approved	Fox,Robert Allen	01/21/2021 05:20 PM	Unit Approval
Approved	Haddad,Deborah Moore	01/21/2021 05:34 PM	College Approval
Pending Approval	Jenkins,Mary Ellen Bigler Hanlin,Deborah Kay Oldroyd,Shelby Quinn Hilty,Michael Vankeerbergen,Bernadette Chantal	01/21/2021 05:34 PM	ASCCAO Approval



SYLLABUS

SHS 8936

Practice Management in Audiology
Summer 2021 – Hybrid

COURSE OVERVIEW

Instructor

Instructor: R. Michael Squires, AuD

Email address: Michael@hearwv.com

Phone number: 304-669-5843

Office hours: By appointment only (30 minutes before or after in-class sessions or by phone)

Course description

This course will address issues associated with the business aspect of the profession of audiology including development of a business plan, basic accounting, marketing, and management of personnel. This course is intended to help students understand and prepare for their future as an audiologist from a business and financial perspective.

Course learning outcomes

By the end of this course, students should successfully be able to:

- Student will understand basic business structures for audiology private practice and the implications of each.
- Student will be able to formulate a business plan and basic business budget to account for overhead expenses, marketing, etc.
- Student will understand how to develop pricing for goods and services in a private practice setting

- Student will understand principles of billing and reimbursement in the private practice setting.
- Student still be able to develop a basic business marketing plan which includes materials necessary for each type of marketing.
- Student will develop leadership skills required to run a business, manage human capital, and fulfill responsibilities of a practicing audiologist simultaneously.
- Students will understand the importance of differentiation of services and collaboration with other professionals in their respective business communities.

HOW THIS COURSE WORKS

Mode of delivery: This is a hybrid course consisting of in-class and online sessions. For in-class sessions you will be expected to be present 100% of the time unless otherwise excused. For online sessions, you must be logged in to Carmen at the scheduled class time.

Pace of online activities: This course is divided into weekly modules that are released at the designated course times. Assignments will be released 1 week prior to due dates and must be turned in by designated deadlines.

Credit hours and work expectations: This is a **3-credit-hour course**. According to [Ohio State policy](#), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance and participation requirements: Because this is an online course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Attendance for In-class sessions:** Attendance for ALL in-class sessions is mandatory to receive full credit for those sessions. If an in-class session is not attended, then no credit will be given for all in-class sessions unless arrangements are made for an excuse.
- **Participating in online activities for attendance: AT LEAST ONCE PER WEEK**
You are expected to log in to the course in Carmen every week for class sessions. (During most weeks you will probably log in many times for assignments.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*.
- **Office hours: OPTIONAL**
Office hours are by appointment only and will be 30 minutes prior to in-class sessions or

up to 30 minutes after in-class sessions. I am also available by email or phone call. Phone calls must be scheduled in advance.

- **Participating in discussion forums: 1+ TIMES PER WEEK**

As part of your participation, each week you can expect to post at least once as part of our substantive class discussion on the week's topics.

COURSE MATERIALS AND TECHNOLOGIES

Textbooks

RECOMMENDED/OPTIONAL

- Accounting 101

RECOMMENDED READINGS

- **Sample Business Letter – Ron Gleitman, Ph.D.**
<https://www.audiologyonline.com/files/content/01700/01740/gleitmanbusplan.pdf>
- **The Future of Private Practice in Audiology – David A. Fabry, Ph.D.**
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5179601/>
- **Private Practice Checklist – American Academy of Audiology**
https://www.audiology.org/sites/default/files/PracticeManagement/BEST_PrivatePracticeChecklist.pdf
- **Can You Hear Me Now? Marketing Essentials for Audiologists in a Noisy Healthcare World – Danne Rudden, Au.D., F-AAA, CCC-A**
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5179598/>
- **The Medical Referral Marketing Process: The Alternative to Advertising – Rich Hachenburg**
<https://www.audiologyonline.com/articles/medical-referral-marketing-process-alternative-919>
- **The Rules of the Game: Contracting, Credentialing, and Negotiating with Managed Care in Audiology – Kim Cavitt, Au.D.**
<https://www.audiologyonline.com/articles/rules-game-contracting-credentialing-and-22392>
- **Coding and Reimbursement Update for 2017 & Beyond – Kim Cavitt, Au.D.**
<https://www.audiologyonline.com/articles/coding-and-reimbursement-update-for-19206>

- **2019 Coding and Reimbursement Update – Kim Cavitt, Au.D.**
<https://www.audiologyonline.com/articles/billing-and-coding/>

Other fees or requirements

- None

Course technology

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24/7.

- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743
- **Academic services offered on the OSU main campus:**
<http://advising.osu.edu/welcome.shtml>
- **Student services offered on the OSU main campus:** <http://ssc.osu.edu>.

BASELINE TECHNICAL SKILLS FOR ONLINE COURSES

- Basic computer and web-browsing skills
- Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).

REQUIRED TECHNOLOGY SKILLS SPECIFIC TO THIS COURSE

- CarmenConnect text, audio, and video chat
- Recording a slide presentation with audio narration
- Recording, editing, and uploading video

REQUIRED EQUIPMENT

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested
- Microphone: built-in laptop or tablet mic or external microphone
- Other: a mobile device (smartphone or tablet) or landline to use for BuckeyePass authentication

REQUIRED SOFTWARE

- [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program. Full instructions for downloading and installation can be found [at go.osu.edu/office365help](http://go.osu.edu/office365help).

CARMEN ACCESS

You will need to use [BuckeyePass](#) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:

- Register multiple devices in case something happens to your primary device. Visit the [BuckeyePass - Adding a Device](#) help article for step-by-step instructions.
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click "Enter a Passcode" and then click the "Text me new codes" button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357 (HELP) and the IT support staff will work out a solution with you.

GRADING AND FACULTY RESPONSE

ASSIGNMENT CATEGORY	POINTS
In-class Sessions (3)	100
Business Plan	100
Business Budget	100
Sample Profit and Loss Statements (2) – 50 pts each	100
Online Participation - Attendance	100
Online Participation – Weekly Discussion – 10 pts each	140
Mid-Term	100
Final	100
Total	840

See course schedule below for due dates.

Late assignments

Late submissions will not be accepted. Please refer to Carmen for due dates.

Grading scale

93–100: A
90–92.9: A-
87–89.9: B+
83–86.9: B
80–82.9: B-
77–79.9: C+
73–76.9: C
70 –72.9: C-
67 –69.9: D+
60 –66.9: D
Below 60: E

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

- **Grading and feedback:** For large weekly assignments, you can generally expect feedback within **7 days**.
- **Email:** I will reply to emails within **24 hours unless other arrangements are made**.
- **Discussion board:** I will check and reply to messages in the discussion boards every **24 hours on school days**.

OTHER COURSE POLICIES

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style:** While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. A more conversational tone is fine for non-academic topics.
- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- **Backing up your work:** Consider composing your academic posts in a word processor, where you can save your work, and then copying into the Carmen discussion.
- **Academic services offered on the OSU main campus:**
<http://advising.osu.edu/welcome.shtml>
- **Student services offered on the OSU main campus:** <http://ssc.osu.edu>.

Academic integrity policy

POLICIES FOR THIS ONLINE COURSE

- **Quizzes and exams:** You must complete the midterm and final exams yourself, without any external help or communication.
- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow MLA style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in—but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.
- **Collaboration and informal peer-review:** The course includes many opportunities for formal collaboration with your classmates. While study groups and peer-review of major written projects is encouraged, remember that comparing answers on a quiz or assignment is not permitted. If you're unsure about a particular situation, please feel free just to ask ahead of time.

OHIO STATE'S ACADEMIC INTEGRITY POLICY

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's [*Code of Student Conduct*](#), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages ([COAM Home](#))
- *Ten Suggestions for Preserving Academic Integrity* ([Ten Suggestions](#))

- *Eight Cardinal Rules of Academic Integrity* (www.northwestern.edu/uacc/8cards.htm)

Copyright disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Statement on Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

Your mental health

A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other, and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact Ohio State University Counseling and Consultation Service (614-292-5766; www.ccs.osu.edu) for assistance, support and advocacy. This service is free and confidential.

ACCESSIBILITY ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Requesting accommodations

If you would like to request academic accommodations based on the impact of a disability qualified under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, contact your instructor privately as soon as possible to discuss your specific needs. Discussions are confidential.

In addition to contacting the instructor, please contact the Student Life Disability Services at [614-292-3307](tel:614-292-3307) or ods@osu.edu to register for services and/or to coordinate any accommodations you might need in your courses at The Ohio State University.

Go to <http://ods.osu.edu> for more information.

Accessibility of course technology

This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- [Carmen \(Canvas\) accessibility](#)
- Streaming audio and video
- Synchronous course tools

COURSE SCHEDULE

Week	Dates	Topics, Readings, Assignments, Deadlines
1		Intro to Audiology Private Practice (In-class)
2		Business Basics (Online)
3		Business of Audiology Private Practice (Online)
4		Basic Financial Accounting (Online)
5		Budgeting Expenses and Valuing your Time (Online)
6		Coding and Reimbursement (Online)
7		MID-TERM (In-class)
8		Marketing (Online)
9		Human Capital and Personnel Management (Online)
10		Risk Abatement (Online)
11		Physician Marketing / Professional Networking
12		Differentiation
13		Wrap –up / Recap
14		FINAL / Leadership

Arts and Sciences Distance Learning Course Component Technical Review Checklist

Course: Speech and Hearing 8936

Instructor: R. Michael Squires

Summary: Practice Management in Audiology

Standard - Course Technology	Yes	Yes with Revisions	No	Feedback/ Recomm.
6.1 The tools used in the course support the learning objectives and competencies.	X			<ul style="list-style-type: none"> • Office 365 • Carmen
6.2 Course tools promote learner engagement and active learning.	X			<ul style="list-style-type: none"> • Carmen Discussion Board
6.3 Technologies required in the course are readily obtainable.	X			All are available for free.
6.4 The course technologies are current.	X			All are updated regularly.
6.5 Links are provided to privacy policies for all external tools required in the course.	X			No external tools are used.
Standard - Learner Support				
7.1 The course instructions articulate or link to a clear description of the technical support offered and how to access it.	X			Links to 8HELP are provided.
7.2 Course instructions articulate or link to the institution's accessibility policies and services.	X			a
7.3 Course instructions articulate or link to an explanation of how the institution's academic support services and resources can help learners succeed in the course and how learners can obtain them.	X			Please add statement b
7.4 Course instructions articulate or link to an explanation of how the institution's student services and resources can help learners succeed and how learners can obtain them.	X			Please add statement c
Standard – Accessibility and Usability				
8.1 Course navigation facilitates ease of use.	X			Recommend using the Carmen Distance Learning "Master Course" template developed by ODEE and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.2 Information is provided about the accessibility of all technologies required in the course.	X			university accessibility policy is present.
8.3 The course provides alternative means of access to course materials in formats that meet the needs of diverse learners.	X			Statement is included with contact information on how to make accommodations.
8.4 The course design facilitates readability	X			
8.5 Course multimedia facilitate ease of use.	X			All assignments and activities that use the Carmen LMS with embedded multimedia facilitates ease of use. All other multimedia resources facilitate ease of use by being available through a standard web browser

Reviewer Information

- Date reviewed: 12/1/20
- Reviewed by: Ian Anderson

Notes: Good to go!

^aThe following statement about disability services (recommended 16 point font):
Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

^bAdd to the syllabus this link with an overview and contact information for the student academic services offered on the OSU main campus.
<http://advising.osu.edu/welcome.shtml>

^cAdd to the syllabus this link with an overview and contact information for student services offered on the OSU main campus. <http://ssc.osu.edu>. Also, consider including this link in the “Other Course Policies” section of the syllabus.