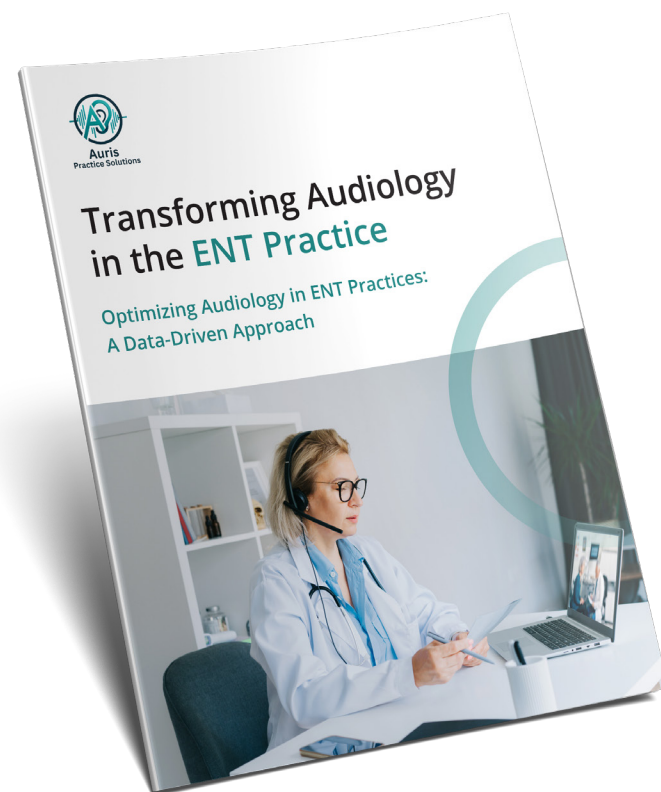




Final Thoughts - What ENTs Can Do Next

The audiology shortage isn't going away. But the practices that adapt first will lead the next decade of hearing care.

Hybrid audiology gives ENTs the power to stay ahead — expanding capacity, reducing burnout, and accelerating treatment without the cost of new hires.

Whether your practice needs temporary coverage, long-term capacity expansion, or a data-driven redesign, Auris Practice Solutions can show you exactly what's possible — with numbers that prove it.

Stay Informed: Download the White Paper: aurispracticesolutions.com/whitepaper.

Leadership in audiology starts with insight — and ends with action.
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Volume 1
ISSUE
9
November
2025

Auris Insights: ENT Edition



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"You can't lead a system you can't measure. Once practices see their own capacity data, the next step becomes obvious."

— J. Connon Samuel



The Audiology Shortage Is Reshaping Hearing Care — and ENTs Are Leading the Change

Across the country, ENT clinics are operating in a new reality: there simply aren't enough audiologists to meet growing patient demand. Wait times stretch into months. Diagnostic backlogs grow quietly in the background. And every delay costs not only revenue — but opportunity.

Demand for audiology services is growing 2.5× faster than new graduate output, while less than 25% of new audiologists choose to work in ENT practices. That leaves most clinics in a constant balancing act: prioritizing diagnostics for physician treatment over hearing aid evaluations and follow-up care.

"It's not a failure of effort. It's a failure of bandwidth. And it's reshaping what ENT leadership looks like." — Hope Lanter, Au.D., Director of Clinical Operations, Auris Practice Solutions

Forward-thinking ENTs are asking new questions: How can we expand capacity without adding headcount? How do we protect our teams from burnout? And how do we ensure our patients never wait for the care they deserve?

Auris Practice Solutions was created for this moment. MaestroAuD™ brings a hybrid audiology model to ENT clinics — one that keeps patients and equipment in the clinic, but allows licensed audiologists to perform testing live and in real time from anywhere.

Real Clinic Impact

Capacity Reclaimed, Results Realized

In a typical 30-day pilot, ENT clinics redirecting diagnostic hearing tests through MaestroAuD™ report:

Results:

- 92 clinical hours freed for on-site audiologists
- Capacity for 60+ new hearing aid evaluations
- Estimated annual revenue increase: \$1.8 million
- Zero disruption to physician workflow

Every hour freed from the booth becomes an hour spent improving patient outcomes — and advancing the practice's bottom line.

Hybrid audiology doesn't replace your team. It restores them.



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The Audiology Shortage

This isn't remote care — it's modern care. Practices who embrace hybrid models today will define the future of hearing health tomorrow.

Clinical Action Steps for ENTs

- Know your capacity gap. Audit testing volume, backlog, and lost follow-up opportunities.
- Set your audiologists up for success. Separate diagnostic and treatment functions strategically.
- Protect clinical sequencing. Diagnostics drive treatment — don't let bottlenecks derail care.
- Evaluate hybrid models. Expand access without adding FTEs.
- Lead the change. The ENT community is setting the new standard in audiology efficiency — and patients are the ultimate beneficiaries.

CASE EXAMPLE: When One Audiologist Can't Be in Two Places at Once

A regional ENT group recently faced a familiar challenge. They were booked out three months for both diagnostic testing and hearing aid evaluations. One audiologist was out on maternity leave. Another had just given her notice.

The physicians were under pressure — diagnostics were stacking up. The remaining audiologist was exhausted, splitting time between the booth and patient counseling. Every hour spent testing meant another patient waiting for treatment. The front office staff was equally stressed — with nowhere to put patients in the schedule, tempers rose and frustration grew. The practice administrator, caught in the middle, was hearing it from all sides — physicians needing data, audiologists stretched thin, and patients growing impatient.

That's when the practice partnered with Auris Practice Solutions. Soon after integration, MaestroAuD™ was supporting diagnostic testing — ensuring ENTs had the audiologic data they needed, without adding new staff or canceling patient visits.

The on-site audiologist was finally able to shift focus to hearing aid consultations and fittings. It wasn't long before they could see light at the end of the tunnel — the backlog was finally clearing.

This is what hybrid audiology looks like in action: consistent diagnostic coverage, timely physician access, and restored treatment flow — all without the disruption of traditional hiring delays.



Connon's Corner Turning Data Into Decisions

Every Auris partnership starts with one goal — clarity.

Before any proposal or quote, we build a personalized analysis using the practice's actual data. This identifies patient, diagnostic, and treatment volume. We then compare this to nationally recognized standards for sensorineural hearing loss prevalence and our benchmark averages derived from the same analysis of hundreds of ENT practices. Our goal is simple: to ensure we're the right fit. We know we can relieve the emotional strain that staff and leadership are feeling — but we back that confidence with data that proves the return on investment.

From that data, we create a custom ROI model that shows — in

black and white — the return on freeing even 20 audiologist hours a week from diagnostic work. That might translate into 50–60 more hearing aid evaluations per month, hundreds of thousands in annualized revenue, and measurable gains in patient satisfaction.

This isn't guesswork. It's precision planning.

We don't just tell a practice what hybrid audiology could do; we show them what it will do, for their specific workflow and numbers.

Each proposal is built uniquely — because every ENT clinic operates differently. That's the Auris difference: data, transparency, and tangible results.

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.

CITATIONS:

¹ Bray, V., & Amlani, A. (2022). Reader reactions to the article "A new analysis of the audiology workforce". *Audiology Practices*, 14(4), 42-58.

² U.S. Bureau of Labor Statistics. (2024). *Occupational Outlook Handbook: Audiologists*. 2024-34 employment projections.

³ American Speech-Language-Hearing Association. (2024). *ASHA 2023 Audiology Survey: Clinical Focus Patterns*.

⁴ Windmill, I. M., & Freeman, B. A. (2013). Demand for audiology services: 30-yr projections and impact on academic programs. *Journal of the American Academy of Audiology*, 24(5), 407-416.

Research Summaries:

The Audiologist Shortage Is Real

SUPPLY & DEMAND

- **~760 new Au.D. graduates** enter the workforce annually¹
- **~560 audiologists** leave the workforce annually (retirements, career changes, attrition)¹
- **Net workforce growth:** Approximately 200 audiologists per year
- **Annual job openings:** ~700 positions projected (BLS 2024-2034)²
- **Demand/Supply gap:** Current demand exceeds annual net supply by 3.5×

WORKFORCE CHALLENGES

- **Less than 30%** of audiologists work in private practice settings³
- **40%** of audiologists exit the profession before retirement⁴
- **Burnout is significant:** 18% of audiologists are considering leaving the profession due to burnout; 23% are considering changing work settings due to burnout³

THE TAKEAWAY

- Demand continues to exceed supply, driven by retirement, career transitions, and early-career burnout. Hybrid audiology models are bridging diagnostic capacity gaps within ENT clinics.