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How to Contract Educational Audiology Services, in partnership with Educational Audiology Association

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Dr. Rachel Parkington holds a Doctorate in Audiology from the University of Northern Colorado and a B.Sc. in Communication Disorders from the University of Massachusetts. She currently serves as President of the Educational Audiology Association and has previously led as President of the New Hampshire Academy of Audiology. Dr. Parkington is actively involved in statewide and national efforts to support children who are deaf or hard of hearing. She has served on the New Hampshire Commission for Deafness and Hearing Loss, the Deaf Child's Bill of Rights Committee, the Educational Audiology Association's Advocacy Committee, and is currently working with New Hampshire's Language Acquisition Committee.

Disclosures

- **Presenter Disclosure:** Financial: Dr. Parkington is the owner of Hear to Learn, LLC. She received an honorarium for presenting this webinar. Non-financial: Dr. Parkington is the current President of the Educational Audiology Association.
- **Content Disclosure:** This learning event does not focus exclusively on any specific product or service.
- **Sponsor Disclosure:** This course is presented by AudiologyOnline in partnership with EAA.

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- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

Learning Outcomes

After this course, participants will be able to:

- Identify the essential components of establishing and managing an Educational Audiology contracting business.
- Discuss how to develop and manage independent contractor agreements for educational audiology services.
- Explain how to build professional networks and implement effective business operations for an Educational Audiology contracting practice.

Agenda

- Understanding Educational Audiology
- Why Contract
- Benefits and Challenges of Contracting
- Business set up
- Contract Development
- Marketing
- Service Delivery and networking
- Questions

What is Educational Audiology

- Educational audiology is a specialized branch of audiology that focuses on identifying, assessing, and managing hearing and listening challenges in educational environments.
- Educational audiologists work collaboratively with educational teams to ensure students with hearing differences have access to appropriate services and accommodations that support their academic success.

Beyond Clinical Practice

- Educational Focus
 - Academic performance impact
 - Classroom listening environments
 - Educational team collaboration
 - Learning-centered interventions
- Team based approach
 - Interdisciplinary collaboration
 - Family partnership

Educational Audiology Services

- Audiological Assessments and Screenings
- Educational Evaluations
- Technology Management
- Acoustical Analysis
- Consultation Services
- Advocacy
- Promote hearing health

Case Study: Sarah 3rd Grade Student

Background: Sarah has a mild-to-moderate sensorineural hearing loss, wears bilateral hearing aids, and uses a remote microphone system in her mainstream classroom

Clinical Audiologist's Role:

- Audiological Assessment
- Annual hearing evaluations
- Hearing aid fitting and monitoring
- Family counseling

Educational Audiologist's Role:

- Assessment & Planning
- Acoustic Analysis
- IEP meeting participation
- Accommodation planning
- Ongoing Consultation with school team
- Hearing aid monitoring
- Remote Microphone system management
- listening fatigue and academic monitoring

Why Contract Services?

Why would a school want to contract services?

- Audiology is a related service under IDEA
- Cost effective for school
- Improve student outcomes
- Staff training and Awareness
- Caseload flexibility

Pros and Cons of Contracting

Pros 😊

- Schedule Flexibility
- Diverse Experience
- Higher Earning Potential
- Professional Autonomy
- Build Business Skills
- Geographic Flexibility
- Specialized Focus

Cons 😞

- No Employee Benefits
- Variable Income
- Financial uncertainty
- Non-Billable Time
- Scope of work goes beyond audiology

Business Set Up

- Choose business name and register
- Set up email and phone
- Business Address
- Domain name

Business Structure

Limited Liability Company (LLC) or Professional Liability Company (PLLC)

- LLC
 - Provides essential liability protection
 - Flexible management structure
- PLLC
 - Designed for licensed professionals

ALWAYS CHECK STATE REGULATIONS

Tax Set Up

- Tax Considerations
 - Employer Identification Number (can be set up online)
 - W-9 forms
 - 1099 forms
 - Business expenses
- *It is important to set aside funds for taxes and establish emergency reserves*

Technology and Tools

- What you may need when going into schools
 - Basic troubleshooting tools (tubing, listening scope, etc)
 - Amplification or remote microphone systems
 - Verification equipment
 - Portable audiological equipment
 - Assessments



Service Delivery

- Direct Service
- Indirect/Consultative Service
- District Level Support

Documentation

- Student level documentation
- School/District level documentation
- Parent/family communication

- Where will you store documentation?
 - Secure location
 - Easily accessible

Contract Development

- Essential Components include:
 - Contact information
 - Detailed Scope of Work
 - Compensation Structure
 - Contract Period

Contract Development

- Payment Terms
 - Rate and billing specifics
 - Hourly/daily rates clearly defined
 - Travel time and billing policies
 - Phone/email consultation charges
 - Student absence policies and notice requirements
- Invoice Procedures
 - Payment timeline
 - Required documentation
 - Purchase order requirements
 - Approval processes

Contract Development

- Billable hours
 - Direct student service
 - Team consultation
 - Report writing
 - Professional communication
 - Consultation notes
- Non-Billable Hours
 - Creating invoices
 - Scheduling appointments
 - Managing contracts
 - Marketing and outreach
 - Administrative tasks

Contract Agreements

- Tips and Tricks:
 - Finalize before summer break
 - Ensure all parties sign
 - Secure storage of contracts
 - Build flexibility into contracts when possible
 - Account for caseload variations

****Well managed contracts create the foundation for successful, long-term professional relationships****

✓ Sample Contract

EDUCATIONAL PURPOSES ONLY- NOT LEGAL CONSULTATION

Educational Audiology Services Contract

I. The following is a contract between the INSERT SCHOOL DISTRICT and BUSINESS.

MAILING ADDRESS:

II. Description of services to be rendered: Educational Audiology Consult for SCHOOL DISTRICT Schools including, but not limited to:

- Case management, review and interpretation of audiological information to school staff and parents.
- Classroom Acoustic Analysis
- Selection, fitting, verification and monitoring of Hearing Assistance Technology and monitoring of personal technology
- Evaluations (Audiological, Central Auditory Processing, Functional Listening)
- Teacher in-service training on hearing loss, hearing aids, FM/DM equipment, etc.
- Participation in the process of developing Individualized Educational Programs and 504 Accommodation Plans
- Any additional audiological services that will benefit the school district employees and students

III. Rate of pay (fee, hourly wage, daily rate): **INSERT RATE per hour, plus mileage (current IRS rate)**

IV. Total expenditures allowable under this contract: INSERT HOURS will be billed to SCHOOL DISTRICT based on estimated caseload (see attachment) for INSERT SCHOOL YEAR. Please note the total number of hours to be billed may change based on district needs (ie: newly identified students, changes in identification, students moving out of district).

V. A minimum of 75% of hourly rate will be charged if a student is absent for a scheduled visit, upon arrival without any prior notice.

VI. Invoices should be submitted to the Special Education Office. Attn:

VI. It is understood by both parties that this contract shall be null and void if the contract is broken by either party in writing at least three months in advance.

VII. Conduct / Indemnification:

- BUSINESS represents that its employee will conduct their business in a reputable manner and in conformance with all laws, rules, regulations and codes of ethics that are binding upon or applicable to in the State of New Hampshire as well as in accordance with all Federal, State, and local laws of any kind that may be required to carry out her business and the Scope of Work, including but not limited to all licensing / certification standards established by the New Hampshire Department of Education as well as the state and federal laws governing the protection of students' personally identifiable information / education records.
- BUSINESS, further agrees that during the term of this Agreement, its employee will be responsible for timely renewing any licenses and for completing all required continuing education in a timely manner. BUSINESS, agrees to notify the District of any change in the certification/license or registration of its employee identified as providing the above professional services.
- BUSINESS, shall maintain throughout the term of this Agreement professional liability insurance covering services rendered under this Agreement.

SIGNATURES: _____ **Date** _____

Consultant

_____ **Date** _____

Special Education Director

Marketing

- Even though you're providing essential services, you still need to market your business effectively.
- Branding helps potential clients understand what you offer and builds the trust necessary for long-term business relationships.

Marketing: Essential Branding Components

- Professional Logo
- Business Cards
- Headshots
- Website
- Social Media

Marketing: Tips and Tricks

- Start simple
 - Basic logo, business cards and simple website
- Focus on Education about Service
 - Teach others about Educational Audiology
- Budget Friendly
 - Use free resources when available!

Marketing



Service Delivery and Networking

- Contracting in educational audiology opens doors to diverse service settings and creates valuable networking opportunities with school teams, families, and community partners.

Service Delivery Models

- In Person Services
- Virtual Services
- Hybrid Models

Service Delivery Settings: Early Intervention

- Early Intervention (Birth-3)
 - Health Departments
 - Early Intervention Organizations
 - Regional Centers
- Unique considerations:
 - Family centered service delivery model
 - Transition planning to preschool
 - IFSP vs. IEP

Service Delivery Settings: School Age

- School Age (3-22)
 - Largest market for educational audiology contractors
 - Services may include:
 - Case management and collaboration
 - Classroom acoustic analysis
 - Remote microphone fitting
 - Audiological assessments
 - Functional listening evaluations
 - staff training on hearing loss
 - IEP team meeting participation and 504 plan development
 - Classroom modification recommendations

Service Delivery Settings: Higher Education

- Higher Education
 - Colleges need to recognize obligations for equal access to students with hearing differences.
 - Consult with Accessibility Services
 - Remote microphone technology
 - Classroom accommodations
 - Program accessibility reviews

Service Delivery Settings: Alternative Settings

- Hospital Settings
 - Pediatric patient consultation
 - School transition support
 - Medical team collaboration
 - Family education
- Specialized/Alternative Schools



Networking

- Build Referral Sources
- Share Resources
- Professional Growth

Networking

District Administration Contacts

- Special Education Director
- Administrative Assistants
- Building Administration

Networking

Educational Professionals

- Teachers of the Deaf and Hard of Hearing
- Speech Language Pathologists
- Case managers
- Interpreters

Networking

Family and Advocacy Groups

- Organizations such as "Hands and Voices"
- Value: Provide insights on student/family needs and serve as referral sources

Networking

Clinical Service Providers

- Audiologists, speech-language pathologists, and other specialists
 - Can recommend services in reports and collaborate on care plans
 - Creates referral opportunities and ensures continuity of care

Wrap up

- Contracting educational audiology services fills support gaps for children with hearing and listening needs, delivering essential services where students otherwise lack adequate support.
- Comprehensive Planning
 - Business setup and structure
 - Strategic scheduling systems
 - Streamlined billing processes
 - Quality assurance measures
- Professional Network Development
 - Building relationships with key stakeholders
 - Creating referral pathways
- Flexible Service Delivery
 - Adapting to diverse educational settings
 - Meeting varied student needs



Exam

Congratulations!

- You've completed the course and can move on to the exam!
- From your account:
 - Go to pending Courses
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