

**Centers for Disease Control and Prevention
EARLY HEARING DETECTION AND INTERVENTION
Ad Hoc Group - Teleconference
September 6, 2005**

AAP PediaLink® Scholarships

TO: Ad Hoc Group for EHDI
FROM: Jamie M. Elliott
SUBJECT: Conference call information and agenda.
DATE: September 6, 2005

The next EHDI teleconference will be on Tuesday, **September 6, 2005** from **2:00 to 3:00 pm Eastern** time. To join in, call: **1-866-842-6975**. You will be greeted by an automated voice and asked to enter a CONFERENCE CODE. **PASSCODE: 218840 (plus the # key)**. Please call in 5 - 10 minutes before the conference starts so we can begin promptly at 2:00. If you have any questions please contact Jamie Elliott (*jei2@cdc.gov / 404-498-3018*).

An internet based captioning service will be available at no charge during this teleconference. If you would like further information or to schedule use of this caption service, please inform Jamie Elliott (*jei2@cdc.gov / 404-498-3018*).

Powerpoint slides will be available online to facilitate the presentation and discussion. The slides can be accessed at <http://www.infanthearing.org/checkpoint/cdc/>. **To view the slides, enter the user name CDC and the password CDC.** Viewing the slides will work best if you have a high speed internet connection but is possible with a dial-up connection.

AGENDA

1. **Welcome**, Jamie Elliott, CDC EHDI
2. **Foreword**, John Eichwald, CDC EHDI
3. **Childhood Hearing: A Sound Foundation in the Medical Home**, Jill Ackermann and Michelle Esquivel, American Academy of Pediatrics
4. **Questions?**

CALL ABSTRACT

The American Academy of Pediatrics (AAP) is offering an online CME learning module on Childhood Hearing through the AAP PediaLink® e-learning platform. A large number (600) of scholarships for the online module are now available to health care professionals who are identified as the medical home for a child who has been diagnosed with confirmed hearing loss and for other pediatric providers interested in learning more about early hearing detection and intervention issues. The teleconference will discuss how the module was developed, showcase the module's content, and provide information on how EHDI staff can offer the scholarships to individuals in their respective states.

[start of call]

Jamie Elliott: It is 2:00 so I think we should go ahead and get started. This is jamie elliott from CDC. I'd like to welcome you to the teleconference. I'd like to first of all thank our speakers and all of you for calling in. At this time, I ask that you please mute your phone when you're not speaking to help reduce noise in the background. If you need to leave the call, please hang up and call back in. And please don't put your phone on hold while on the teleconference, because when you put us on hold, we sometimes hear music or messages. Also, again, just to a reminder if you don't have a mute button on your phone, you can try using star 6 to mute yourself.

I have one more announcement before I turn it over to John Eichwald who will moderate the call today. There is a new resource that we sent an e-mail out about this week called the EHDI Publication Search, which is basically a page on the EHDI website (the CDC EHDI website) where you can go and find updated articles or up-to-date recent publications related to hearing loss and EHDI.

An e-mail announcement was sent out last Thursday, and I want to give you the e-mail address in case you haven't had a chance to check it out. The website is <http://www2.cdc.gov/ncbddd/ehdi/pubs> And again it's a new resource we have. If you have any feedback, please e-mail me. This is Jamie Elliott. We'd love to hear how it's working for you.

And with that, I'm going to turn it over to-- let me make one more announcement before I turn it over to John. There are power point slides to accompany the call today, and you can find those slides at www.infanthearing.org/checkpoint/cdc. You will be prompted for a user name. Both password and user name with *cdc*.

I'll turn it over to John Eichwald, the team leader for EHDI here at CDC, who will moderate the call.

John Eichwald: Thank you, Jamie. This a presentation that I'm very excited about. This is a great opportunity to provide continuing medical education credits to medical providers. I think many of you are aware that I've been promoting the idea that people -- for us to have successful EHDI programs, we need to have the right information at the right time to the right people. And this I believe is one of those kinds of opportunities when we're providing information to medical providers in a timely manner. We have two speakers on today, both from the American Academy of Pediatrics. That's Jill Ackermann and Michelle Esquivel. If they want to do further introductions of themselves, they may. With that all I'm going to go ahead and turn it over to Jill and Michelle. Thank you.

Jill Ackermann: Thanks, John. My name is Jill Ackermann and I manage the Medical Home Surveillance and Screening program at the American Academy of Pediatrics. This program is a cooperative agreement with the National Center on Birth Defects and Developmental Disabilities at CDC. And Michelle, do you want to introduce yourself?

Michelle Esquivel: My name is Michelle. I've been working with the EHDI program at the Academy for four years now, and I have primarily served as the person who has coordinated the EHDI implementation efforts at the national level, and also work with the network of Chapter Champions in all of your states.

Jill Ackermann: And today, we'll be talking about the exciting opportunity that John mentioned regarding the Pedialink® module called, *Childhood Hearing: A Sound Foundation in the Medical Home*. Pedialink® is an online learning system designed to manage continuing professional development. It consists of online courses on specific areas of interest that the healthcare professional can enroll in upon paying a fee, and the main module we wanted to talk about is the childhood hearing module. The fee I mentioned depends on the length of the course and the number of hours. We'll talk about a free opportunity for professionals so we're excited about that opportunity. In 2003, the American Academy of Pediatrics decided to develop this module. It was chosen because there was evidence of a need expressed by physicians for educational materials regarding hearing screening. For example a study conducted by Boys Town National Research hospital found only 33% of physicians felt adequately trained to address the topic of hearing screening. About 2/3 of physicians desired online educational materials so we thought this would be a perfect fit.

An advisory committee was formed to form the content. It included Betty Vohr, Mary Pat Moellar, Judy Gravel, Mark Goldstein, Daniel Choo, and Becky Harris. I'm sure many of you are familiar with these experts. Michelle did you wanted to talk about the medical home now?

Michelle Esquivel: Sure. Basically the Academy has been promoting at a national level the concept of a medical home. And one of the big things they say about the medical home is it's not a place (although it could be a place) but rather more of a philosophical approach to providing healthcare for services. And it's really a family centered and coordinated very comprehensive approach and also takes into consideration cultural barriers that come into play when practicing medicine and working with families. It's not just a pediatrician thing. This has been a major effort of the Academy for almost 10 years now. And if you're interested in more information, about the medical home program, you can see on this slide the URL is www.medicalhomeinfo.org. If you're interested in learning more information about Pedialink® in general and what it entails, you can go to www.pedialink.org and get more information there. I'll just go into the next slide.

We wanted to make sure you all had a good understanding of the content included in this e-learning module. Again just getting back to what Pedialink® really is: Many of you, depending on what discipline you're in or if you've been involved in postgraduate education or training courses as an employee of health department or agency, you know the real trend in adult learning right now is towards online learning. And basically, Pedialink® is the academy's version of online learning. I would say a lot of our members aren't there yet, so a lot of pediatricians aren't using online learning as a form of education. But the numbers are growing in terms of Pedialink® usage. I would say probably pediatricians are not unlike sub-specialty areas in that physicians tend to be a little slower group to grab on to newer technologies.

So again getting back to the content-- we wanted to make sure you had a good understanding of what was included in this so you'd know what you're promoting to physicians and other healthcare providers in your states. We've included this content outline slide. Basically, there's a general module on what medical home surveillance and screening is and what it means to primary care providers. There's a unit on monitoring hearing, specifically in the medical home, and what other physician and primary care providers should be thinking about in terms of caring for a child with hearing loss in the concept of a medical home. There's a unit on tools and evaluation instruments that might be available specifically related to screening and again this includes the most up to date technologies available at the time the module was developed. There's a specific unit on what the medical work-up of a child with hearing loss should include as well as what the follow-up intervention issues should be. Very comprehensive manual.

You know by the lists of people involved in the development that we had a multi-disciplinary group thinking about this and working on this so we would make sure we covered everything that we thought was essential.

Some special features and resources are available through the module. Much like other modules this one has downloadable tools and resources that providers can save to their hard drive and use at future times depending upon if this is relevant at the time they go through the module or not. The module also has very specific and basic and comprehensive case studies, pre-and post tests, and quizzes throughout the modules to check their own learning and knowledge development. It has a lot of multimedia elements, videos, sound clips, those kinds of things. It also includes a very comprehensive bibliography. If a learner is engaged in the issue, they can go back and look at this bibliography and pull additional articles if they want to. Jill, I'll turn it over to you to go through the next few slides and beginnings of the scholarship opportunity.

Jill Ackermann: John asked me to include screen shots for you also so you can get a better idea of what's included in the module. So I pulled two slides from each of the units. The first slide is the introductory page which each of the units has an introductory page that lists the objectives, the topics and what you'll find next. Under *topics* is where you'll find what will be covered in this module so I'll briefly go through these screen shots to give you an idea of what's on there.

When you click on each of the ages, you'll be directed to guidelines for that age or you have the option to click on one handout for the entire guideline if you'd like. The second unit, as Michelle mentioned, is about monitoring hearing in the medical home. It specifically talks about hearing screening. Here's an example of a case study for the learner to get a practical sense of what the material they're learning is about.

Unit 3 focuses on tools and evaluations. It talks about specific screening methods, characteristics of hearing loss and the audiological evaluation. As Michelle mentioned, there's a pre-test and post test for each unit. Unit 4 focuses on the medical work-up, and then if you look under *topics* again you'll be able to see exactly what's included under there.

This next slide is a sample of the resources and handouts that can be downloaded for future references. And the last unit is the one that focuses on follow-up management and early intervention. Here's just a small sample of what was included in this unit.

So I'll let you look at those in more detail later on but the introductory page will show you exactly what you'll find.

The next slide talks about this wonderful scholarship opportunity that we're offering through our CDC cooperative agreement to promote the concept of just in time learning, which John mentioned. Just in time learning is providing educational tools, materials and resources just at the time that the primary care professional needs them. So we'll be providing 600 PediaLink® scholarships to pediatric health professionals who care for children with hearing loss. Physicians can earn a maximum of 5 category 1 CME credits for participation which is a \$75 offer for members, \$100 offer for non-members absolutely free.

We need your help in spreading the word about this opportunity. We have fliers you can see on this next slide, available in hard copy or electronically and we ask that you distribute for us to anybody who you think would benefit from the scholarship focusing primarily on physicians who care for children with hearing loss. You can contact me, and I can get you hard copies or send you an electronic copy. My info is on the next slide.

Another way we're promoting this is by sending a memo from the AAP to state EHDI coordinators, asking for their assistance in targeting physicians who have newly diagnosed children in their practice. And then the last slide is my contact information, if you have any questions. Feel free to contact me if you want any of the fliers or any other resources. Feel free to give me a call or e-mail me. Right now, are there any questions?

Michelle Esquivel: Let me just add a couple things maybe before we get into the questions. First of all, we wanted to make it really clear that this letter will be going out in the mail to all of you in the very near future. And the letter will outline some of the things we've talked about today, more specifically, and will give you even more information about who's eligible, how to operationalize this and such. But in addition to that, we wanted to just make really clear to everyone on the call that this is not just an opportunity for pediatricians. We clearly recognize that family physicians, general physicians, pediatric nurse practitioners, physician assistants, all kinds of other primary care providers take care of kids in their practices with hearing loss. And we want to make this scholarship opportunity available to all of them. Just like the PediaLink® module of the Academy is available to anyone who wants to pay for it and earn credit by using it, we want to make this available to anyone who might be interested in using it. The details on how to make this happen are on the flyer and will be in the letter, but we'll be keeping a list with the people who are interested. We'll contact a staff person at the Academy who will be responsible mainly for tracking this and being able to very easily show us when we're getting close to the 600 point or when we need to stop promoting if we've met our goal. And also who might be able to pull names, if you're interested in tracking how many people from your state ended up taking advantage of this opportunity. We'd like to be able to pull that pretty easily through an excel database on the list we're keeping. Just sort of our ideas on how

you might consider thinking about this. Many of you have different ways in your states that you inform the primary care provider of a child in their practice with hearing loss. Some of you do that via a letter; some of you do personal phone calling. Whatever the case, we want to be able to work with you and to make sure that you can get the information out. So one of our thoughts was to offer this opportunity to them in the letter that goes to the primary care provider.

So basically, you'll be sending them the child's name, and all the information that you generally would send in the letter that goes to the physician of record anyway, but in addition to that, you could offer the scholarship opportunity. And then, my final parting words are that we're doing a lot of other marketing and promotion within the Academy through existing mechanisms, like our monthly newsletter, our chapter newsletters that go out to the state. We're encouraging Chapters to promote the opportunity within their states to their members so anything you can do to help us will be very greatly appreciated-- but also know we're doing a lot on our end as well. And I think at that point we can probably open it up for other questions. Or maybe there aren't any?

Jamie, do we have everybody off mute now?

Jamie Elliott: Everyone is off mute. Does anyone have questions?

Michelle Esquivel: I think some of you have been hearing me talk about this for a while, and some of you were on another conference call that we had where we promoted it, as well. And just know that we'll work with you in terms of whatever help you might need or assistance or whatever.

Vicki: This is Vicki in Colorado. I just want to say thank you. I think this is a great opportunity for our physicians, and much-needed.

Jill Ackermann: Thank you. By all means if any of you have creative ideas for how we can promote this, please let us know.

Evelyn Cherow: Hi, this is Evelyn Cherow at the Institute for Persons who are Hard-of-Hearing or Deaf. I just wanted to mention that in our online courses that we've developed for interdisciplinary groups of professionals, also to learn about early hearing detection and intervention, we have a link to the Pedialink® and the AAP modules, and we worked with Michelle in getting that to happen. So I think that's another way of a ripple effect for getting the word out.

Jamie Elliott: I want to say thank you to Michelle and Jill for your presentation today. Our next call will be on October 25th, and we will send out more details on what that call will entail. Thank you, everyone, for joining us today.

[end of call]