
Advantage of participation

- Pharmacists expand their range of medical services and are compensated for so doing.
- Patients gain an understanding of their hearing health and steps that should be taken to preserve or rehabilitate it.
- Patients are referred when appropriate, ensuring adequate follow up and treatment as needed.
- Conductive losses are further examined and treated by the doctor.



50% of patients over 40 and under 13 years of age will present with some type of hearing issue.

Next steps to becoming engaged?

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Hearing Health Awareness

HHAP

What is HHAP?

The Hearing Health Awareness Program (HHAP) represents a collaboration among health care professionals and organizations concerned about the rise of untreated hearing health problems among a wide cross section of the public.

The program provides an end-to-end solution by including other professionals involved in delivering hearing health – otolaryngologists, audiologists and hearing instrument specialists - who receive referrals for further work up when a patient's condition warrants.

One key feature of the system is its ability to classify results by both level and pattern of the audiograms, much like an experienced practitioner would do. There is no charge to the pharmacist for the Kiosk and the orientation/knowhow provided with it. The program is paid for by the hearing health partners who enjoy the referral relationship with the participating pharmacies. A virtuous circle of benefits follow – a platform for advertising and a steady flow of qualified leads for the partner resulting in more hearing instrument sales as well as new sources of recurrent revenues for both the pharmacy and Ultimate Kiosk.

We usually track our vision, weight and blood pressure. Why not our hearing profile?



Pharmacists Role

Pharmacies which express interest in joining the program are qualified as to their location, staffing and patient profile, then partnered with a competent hearing health professional (audiologist or hearing instrument specialist) in a typical referral relationship. Following this pairing, Ultimate Kiosk orients both parties and installs one of its hearing screening Kiosks in a convenient location close to the prescription desk. Patients are then encouraged to test themselves and discuss the findings with pharmacy staff who receive the report. Where losses warranting a more complete assessment occur, patients are referred to the dispensing partner for follow-up.



What does the kiosk do?

- Tests & classified patients hearing status – Normal, Conductive, Sensorineural, Mixed.
- Generates appropriate reports to patient & clinic staff.
- Reports monthly about kiosk testing activity to both participating physicians and partnered hearing health professionals.
- Provides periodic updates about the program as a whole and specific hearing health research, knowledge and practice.
- Maintains the CRM software used to track activity, update and coordinate the players' various activities.
- Ensures that the economics of the program are operating satisfactorily.

