In 2011, the Ida Institute took important steps to expand, improve and consolidate its work and establish a foundation for long-term growth. These steps should strengthen the Ida Institute and allow us to continue to provide among other things innovative seminars, new and improved tools, educational films and workshops within the field of audiology.

The world of audiology is in a state of transformation. There are changes in models of healthcare, payment schemes, privatization, educational standards and protocols. An important change is a global paradigm shift - a movement away from an over-emphasis on technology to a more balanced approach that includes the human dynamics of hearing loss.

REACHING THE AUDIOLOGY COMMUNITY WORLD-WIDE
In 2011, Ida Institute completed extensive outreach projects including launching a new e-learning portal, re-furbished and expanded website forum and tool room. These activities were aimed to fuel future reach and impact for educational materials.

Impact and reach on the website are key performance indicators for the Ida Institute. My Ida members visits to the website have increased by 12,000 visits and the membership has increased to more than 4,500 persons. Since the launch of the e-learning portal in the Spring of 2011, more than 500 audiological professionals have been trained.
The Ida Institute is confident that numerous milestones achieved in 2011 will lead to a fruitful 2012 and beyond. One of the most significant milestones in 2011 was the first Australasian Academic Panel for audiology professors interested in rehabilitation and counseling. The two-day panel session was co-sponsored by the University of Queensland and included representatives of leading universities in Australia, the Philippines, China and Malaysia. The Ida Institute has working relationships with more than 100 universities around the world, allowing thousands of audiology students access to our methods, tools and teachings.

Another exciting 2011 milestone, was the Oticon Foundation award grant in September 2011 to facilitate a global online competition to create ideas to inspire action and create awareness for hearing loss. Again, Ida Institute can tap into its existing network to make change and grow the community of persons interested in spreading awareness and action for hearing loss.

Lastly, the strategy process is an extremely important part of the work we do. Continuously reviewing our strategies is also our best chance to apply the lessons learned from our past work and the ability to act on new opportunities that come up.

In 2012, we will conduct an audit of our work for 2010 to Q2, 2012 with an external agency. We are excited about the prospects of this project that we expect will provide us with insight into metrics for measuring our success.

Priorities going forward -- we are guided by the same priorities that have shaped our progress thus far. We will continue to deepen Ida Institute’s capabilities as an organization built on collaboration, innovation and co-creation with top strengths in delivery, tool production and education. In the pages that follow, we describe the activities/achievements in 2011 in greater detail.

Judging by our work in 2011, our latest achievements compel us to believe that Ida Institute will continue to be an influential organization that serves as a catalyst for knowledge sharing and the development of innovative and practical tools.

Warmest Regards
Lise Lotte Bundesen
2011 A YEAR FOR EXTENDING AND SUSTAINING POSITIVE INFLUENCE

The Ida Institute headline for 2011 describes a year filled with unique collaborative seminars, innovative patient-centered tools, expanded functionality for our award-winning website and participation in prestigious national and regional audiological conferences.

THINK TANK SEMINARS

Ida Institute seminars continue to generate new knowledge, insight, models and tools focused on critical topics in hearing loss and hearing care. In 2011, three think tank-style seminars brought together 80 hearing care professionals and thought leaders from around the world to address “Living Well with Hearing Loss.” The topic proved to be both challenging and provocative, generating highly productive collaboration among seminar participants.

IDA TOOLS AND TOPICS

The knowledge and insight provided by the seminar series resulted in the development of “Living Well”, a tool that enables hearing care professionals to create a plan that accurately addresses the patient’s needs for managing communication in daily life. Photo cards depict real-life situations and strategy cards suggest communication and technology solutions that are then applied to each scenario. Patient and audiologist use the information to jointly set goals for improved communication and to formulate a plan for achieving those goals.

In response to requests from pediatric audiologists, the Institute adapted Ida Institute’s unique collaborative approach to the focus group format to explore application of the Ida Institute clinical tools for pediatric patients and their families.

The two-day session involved 12 members of the Institute’s online Pediatric Forum and selected experts in pediatric audiology. The group developed several new concepts for tools uniquely tailored to the needs of younger patients. One concept, designed to engage pediatric patients and give them a sense of control in the clinical encounter, was developed. “My World” engages the child, the parents and the audiologist in a shared decision-making process.
INSTRUCTIONAL WORKSHOPS AND CONFERENCES
Ida Institute’s one-day instructional workshops aim to affect change to more patient-centered care by making Ida Institute tools and learning accessible to hearing care professionals on a local and regional level. In 2011, these training opportunities were not limited to clinical professionals but also expanded to patient advocates who support patient care in private and public clinics and rehabilitation centers, such as a workshop at the HLAA, Hearing Loss Association of America annual conference.

Ida Institute workshops were held at several leading US, UK and Australian universities and professional forums. At the University of London, Ida Institute staff discussed the importance and challenge of bringing communication partners (i.e., husbands, wives, friends, etc.) into the rehabilitation process. More than 50 attending clinicians developed strategies to determine patients’ state of readiness for change and to create a dialogue that encourages and supports patient motivation.

At Ida Institute’s workshop on Motivational Engagement at the University of South Florida (USF), 40 US hearing care professionals received hands-on experience with the Communications Partner tools. The interactive workshop was offered in partnership with the Department of Speech, Language and Health Science at USF and accredited by the American Academy of Audiology and the American Speech-Language-Hearing Association.

Motivational Engagement workshops were held at two Australian universities in 2011. Ida Institute Advisory Board Chairman and Faculty Member Louise Hickson spoke at the workshop at Macquarie University in Sydney and Ida Institute staff led a second workshop in Melbourne, sponsored by the Australian Audiology Association.

Gwen Carr, Deputy Director of the England NHS Newborn Hearing Screening Programme, addressed the potential of the just-introduced “My World” tool to support effective communication with young children in clinical settings at a special Ida Institute workshop in Manchester, UK. The 50 clinicians participating in the workshop engaged in interactive role-play exercises to gain insights on the perspectives that the practitioner, the child, and the parent bring to the clinical encounter.
Reaching beyond professional borders to influential patient advocates, Ida Institute conducted a workshop on the “Living Well” tool with 30 members of the Hearing Loss Association of America at their annual conference in Washington, DC. All of the members attending the workshop were hearing impaired. The workshop had mutual benefits – advocates were introduced to the possibilities of the new tool and Ida staff gained insights into how the tool might be received by patients.

**NATIONAL FORUMS**

A group of Ida Fellows conducted a Featured Session at the 2011 Audiology NOW! conference on “Group Aural Rehab: It’s Worth It, We’ll Show You How”. The popular workshop drew more than 250 American Academy of Audiology members and was webcast in its entirety to an international audience. The conference agenda also included two workshops - “Living Well with Hearing Loss” and “Self-Development in the Clinical Setting” - that introduced Ida Institute tools to facilitate development of patient-centered skills to enhance the clinical encounter for both clinician and patient.

Following the successful featured session at AAA, Ida Institute Anthropologist Kirsten Lauritsen and Ida Faculty Member Dr. Joseph Montano, Chief of Audiology and Speech Language Pathology, Weill Cornell Medical Center, conducted a session on Motivational Engagement at the 2011 American Speech-Language-Hearing Association (ASHA) Convention. ASHA is the professional, scientific and credentialing association for speech-language pathologists, audiologists, and speech, language, and hearing scientists in the United States and internationally.

At the 2011 British Academy of Audiology (BAA) conference, a workshop presented by Ida Institute Anthropologist Kirsten Lauritsen explored “Living Well with Hearing Loss”, designed to help clinicians understand the person behind the hearing loss and to discover/address otherwise undetected aspects that may impact patients’ ability to lead the life of their choice. A second Ida Institute workshop discussed the benefits of group aural rehabilitation, a service not widely offered in audiology practices. Lauritsen also joined with Ida Institute Senior Audiologist Melanie Gregory, who also was chair of the scientific committee for BAA, to lead opening day panel discussions on “Changing Perspectives in Audiology.”
CONTINUOUSLY REVIEWING OUR STRATEGIES IS OUR BEST CHANCE TO APPLY THE LESSONS LEARNED FROM OUR PAST WORK.

While freestyle seminars occur “under the radar”, Ida Institute was able to track a cross section of freestyles seminars held in North and South America, Australasia and Africa in 2011 that reached more than 2,400 hearing and health care professionals.

VIRTUAL CONNECTION TO A GLOBAL AUDIENCE
The Ida Institute website - idainstitute.com - is a multi-media hub to communicate with and engage hearing care professionals in related disciplines in discussion and networking on topics/news/issues generated by the Institute’s work.

Ida Institute continues to upgrade website content and features and improve usability and overall functionality to make it easier for members of the growing Ida online community to share knowledge and discuss topics. For the third year in a row, the WebAward competition, the world’s premier award competition for web developers and marketers, honored the Ida Institute with a Standard of Excellence Award in the Non-Profit Category. Award judges gave high scores for website content – 9.5 out of 10 – and ease of use, 8.5.

E-LEARNING LABORATORY
In 2011, the Institute launched the e-Learning Laboratory with Ida Institute’s first e-learning course on the Motivation Tools – The Line, The Box and The Circle. The new online educational portal features the active engagement and reflection that are hallmarks of the Institute’s proprietary learning approach. E-learners are led through a series of active learning experiences - including virtual client consultations in life-like clinical settings.

Ethnographic videos, mirror exercises and reflective journaling provide an opportunity for practitioners to experience the Ida tools in a context that enables them to reflect on their own patterns of behavior, facilitate desired patient-centered changes in their clinical routines and earn continuing education credits.

Ida fellows, faculty members and partner groups often conduct “freestyle seminars” that expand the reach of Ida Institute tools and learnings to local and regional audiences in private and public clinics, professional gatherings and universities. These initiatives, which often include translating materials and presentations into native languages, have significant value in non-English speaking countries.
To date, the e-learning course has been accredited for continuing education credits by the Australian College of Audiology, American Academy of Audiology, New Zealand College of Audiology, Australian Society of Audiology and British Society of Hearing Aid Audiologists and the British Academy of Audiology.

In response to visitor demand, a Lite Version of the e-learning module was developed to provide compatibility with a wider range of computers and assure easier access for practitioners and students in countries worldwide. There have been more than 5,000 visits to both e-learning labs (including a newly launched Lite version November 2011) and more than 500 My Ida members have completed the course and earned continuing education credits.

DESTINATION FOR SPECIAL INTERESTS
The interactive Ida Forum has been extremely successful in engaging professionals from across the globe in discussion of special interest areas. The Forums have proven valuable for hearing care professionals who feel isolated and now have an opportunity to acquire expert advice and share experiences with professionals from around the world. More than ten new forums have been established in 2011 including forums for Research, Educators, Case Studies and Aural Rehabilitation. One University of Southern Florida class made the Ida forums a course requirement – providing students with the option to listen in, have writing assignments and participate in forums that focused on their particular interests. Ida Fellows share insights and continue discussions generated in seminar sessions on special Closed Forums.

FACEBOOK, TWITTER, LINKEDIN
Ida Institute gained additional internet presence and captured a broader audience with the integration of Ida Institute Facebook, Twitter and LinkedIn accounts. More than 60,000 unique friends of fans viewed Ida’s Institute Facebook status updates. Twitter and LinkedIn accounts have already demonstrated strong growth potential. In 2011, My Ida membership reached 4,500-plus. A total of more than 191,652 page views at an average of 6:15 minutes per visits indicate a high level of engagement among site visitors.
This is reinforced by a nearly 70 percent returning visitor rate. English-speaking countries are the most represented with the largest contingents from the United States, United Kingdom and Australia. Growth areas included Sweden, New Zealand, India, Germany, Portugal and South Africa. The Tool Room was the most visited section, followed by the Forum, My Ida Profile and E-Learning.

APPLICATIONS AROUND THE WORLD
A number of public and private organisations have adapted the Ida Institute tools for use in the clinical context including Australian Hearing, the National Health Service and most recently, Oticon A/S. Ida Institute’s Motivational Tools were incorporated in Oticon’s newest practice support materials in 2011 and implemented by Oticon sister units around the world.

SUPPORTING RESEARCH
Ida Institute Advisory Board Chairman and Faculty Member Louise Hickson and colleagues Arian Laplante-Levesque and Linda Worrall’s study of “What Makes Adults with Hearing Impairment Take Up Hearing Aids or Communication Programs and Achieve Successful Outcomes” investigated effective intervention strategies including use of the Ida Institute motivation tools. The results of the study showed efficacy and value of the intervention strategies and will be published in 2012 in Ear and Hearing journal.

Ida Institute in collaboration with Portland VA submitted a grant request at the end of 2011 to the Veterans Administration (VA) to conduct an assessment of the efficacy and adaptability of Ida Institute e-learning course for training audiologists in the VA system. Based upon the results of this study, Ida Institute will prepare a cost-effective, large scale study, results of which will be used to develop a multi-site clinical trial evaluating the efficacy of Ida Institute tools in auditory rehabilitation for enhancing patient compliance.

A UNIQUE BAND OF INNOVATION
Ida Institute’s collaborative innovation process was also presented at the Nordisk Audiologisk Selskab (NAS) and the 2011 Participatory Innovation Conference, a professional gathering that looks at theories and methods across academic fields that describe how people outside an organization can contribute to its innovation.
REACHING NEW HEARING CARE PROFESSIONALS - ACADEMIC PANELS

Ida Institute Academic Panels create opportunities to integrate Ida Institute’s innovative education materials and teaching methods into undergraduate and graduate curricula.

In the 2011, the Ida Institute convened the first Australasian Academic Panel for audiology professors interested in rehabilitation and counseling. The two-day panel session was co-sponsored by the University of Queensland and included representatives of leading universities in Australia, the Philippines, China and Malaysia.

The Ida Institute also introduced a university course created for educators and academic institutions that wish to introduce the human dynamics of hearing loss into their current curricula. The course was developed in partnership with Deborah von Hapsburg, Ph.D. during her time as a visiting scholar with the Ida Institute.

First available mid-2011, the course has been implemented in a number of universities around the world including the University College of London, University of Queensland, University of South Florida, University of Tennessee and University of Florida at Gainesville.

SPREADING THE NEWS

Professional print and online journals have created on-going opportunities for Ida Institute to reach hearing care professionals with news, in-depth feature articles and special sections.

Reports on Ida Institute tools, programs and philosophy appeared in numerous journals in the US, UK and Australian in 2011 including a series of feature articles on Ida Institute tools by-lined by Ida Institute Audiologists Melanie Gregory (Communication Partners/Hearing Journal) and Karen Parfitt (Ida Tool Box/ Audiology Today) as well as by Lise Lotte Bundesen (Motivations Tools/Advance for Practice Management). Lise Lotte Bundesen also served as guest editor for a “Living Well with Hearing Loss” special section in Hearing Review that only included articles written by Ida Institute staff and Ida Fellows.

In addition, the Ida Institute had nearly 40 articles published in hearing trade press via the 8 press releases and PR it sent out.

Ida Institute also took the lead in preparation of an edition of the prestigious peer-reviewed Seminars in Hearing journal. The edition focused on patient-centered hearing care and includes articles prepared by Ida Institute staff, Ida Institute Fellows and Ida Institute Faculty. The quarterly review journal serves as a reference for the practicing audiologist and is viewed as an excellent educational tool for students who require the latest information on emerging techniques and areas of interest in the field.
Seminars in Hearing is accredited by the American Speech and Language-Hearing Association and the American Academy of Audiology for CEU credits. Publication of the Ida Institute-produced edition is anticipated in early 2012.

**AT YEAR END, NEW BEGINNINGS**

In 2011, Ida Institute submitted a proposal to the Oticon Foundation for an innovative initiative to raise awareness of hearing loss – a cause that has failed to capture the attention of the general public and the critical support of the media. Unacknowledged and untreated hearing loss is linked to stigma, job loss and social exclusion. It is believed that outdated negative images and stereotypes prevent people from seeking solutions.

The innovative public awareness campaign will apply Ida Institute’s unique approach to innovation and collaboration to engage Ida Institute’s global network of hearing health care specialists, students, patients and families and the general public in an innovative online idea-generating campaign. The open innovation process is designed to identify the best projects from around the world to encourage people to take action, change public perception and generate better understanding of hearing loss.

The Oticon Foundation awarded a grant to Ida Institute in September 2011 to facilitate the campaign. The multi-phased program will kick off at the 2012 AudiologyNOW! conference with a call-for-ideas that enables participants to share, debate, comment and vote for ideas for changing public perception of hearing loss.

In the next stage, implementation plans for the top-ten ideas will be developed. In early 2013, an expert panel of judges - made up of thought leaders in a variety of hearing and health care, innovation and communication disciplines - will select three winning ideas which will be announced at the 2013 AudiologyNOW! conference.

The Institute will call upon Ida Institute’s global network to bring their collective experience, knowledge and creativity to this exciting new project. Extending the collaborative opportunity to the general public will provide even more opportunity to collect unique public awareness-building and educational ideas from around the world.
The Ida Institute is an independent, non-profit institute supported by an unrestricted educational grant from the Oticon Foundation.