



### For hearing care professionals

**It's often the small things that can make a big difference in making someone with hearing loss feel understood and appreciated at their hearing care appointments. Here are some further practical suggestions that can help your clients feel welcome and ready to start on their hearing care journey with you.**

- [How to make your clinic hearing loss friendly](#)  
Top tips from someone with hearing loss
- [Tips to support patients in the clinic](#)  
Practical suggestions from a patient's perspective
- [How to improve your clinic's marketing](#)  
Tips from a patient on how to make your advertising more honest, realistic, and informative
- [Ideas Worth Hearing](#)  
Practical suggestions for how you can raise awareness of hearing loss in your community
- [Online Clinician Well-being course](#)  
Practicing self-care is vital if you want to provide the best care to your clients long term. Check out our free course on clinician well-being

**To create a hearing loss friendly clinic, consider incorporating some of the ideas below.**

Ensure everyone in your office has received training in deaf awareness, the use of clear speech, and person-centred care, for example, through the [Ida Institute's free online courses](#)

If your clinic is Inspired by Ida, display the badge in your clinic rooms and on your website, and share your commitment to person-centred care with your clients, for example, by writing an article in the local newspaper or share on your clinic's social media pages.

Install a loop system or use a pocket talker device at the reception desk.

Provide speech to text support via apps like NALscribe, Otter orAVA.

Facilitate a quiet office atmosphere with good lighting and soft furnishings for optimal acoustics and speech reading.

Alert your clients personally when the professional is ready for them. Even in a small office, clients may have difficulty hearing if their name is called. Let them know you will tap them on the arm when it is their turn to see the audiologist so they can relax while waiting. In a larger office, a text message or email alert could also suffice.

Make your reception area a space for clients to learn, interact, and prepare for appointments:

- Share relevant literature in your waiting area.
- Provide information and brochures from local hearing loss support groups and recommend these to your clients.