

EHDI Workgroup Meeting – August 19, 2010

I. WELCOME

- a. Participating: (IL) none; (IN) Pope; (KY) Daniel; (MI) Ehrhardt; Garcia; (MN) none; (WI) none; (OH) Starr, Kothari; and Nottingham.

II. EHDI ACTION GUIDE UPDATE

- a. HRSA suggestions:
 - i. Contributors List
 - List to be compiled and included in guide – get information in by 25th
- b. Diversity
 - i. Will be adding a few other photos
- c. Other updates:
 - i. Printing
 - Will likely print in small quantities
 - Last chance editing opportunity; hope to go to print in early September
- d. Publishing to R4 website
 - i. Format will lend itself nicely to web-publication and will be up prior to hard copy availability

III. ACTION GUIDE DISTRIBUTION STRATEGIES

- a. Discussion
 - i. Ideas from state leads:
Ideas to inform distribution:
 - (KY) send number of guides to the EHDI program based on birth rate per state or expected referral rate from Universal Newborn Hearing
 - (KY) use lists of providers (audiologists and/or pediatricians) from state EHDI programs; unsure of best distribution methods for MH, Family practices or Otologists
 - (KY) disseminate directly from R4 to the various providers, that would be extremely helpful
 - (IN) direct providers who want a hard copy to MPH
Opportunities for distribution:
 - Meetings/annual conferences
 - Perhaps the KY speech and hearing association meeting in February
 - Online and PDF
 - Ideas for user-friendly format
 - Share with advisory committees/councils
 - Send to identified lists of providers
 - (OH) genetic counselors to develop a training regarding hearing/genetics and make available to EI folks (next year)
Primary concerns:
 - Not sure how to get information to physicians in a meaningful way
 - ii. Ideas from workgroup members
Conferences to target:
 - AAA/ASLA (Philadelphia in November)
 - National EHDI Conference

- MI – AAP conference (flyers only)
- ENT conference (Indiana)

State identified distribution opportunities

- (MI) Audiologist List
 - Present to EHDI committee; include in packet to physicians
 - List of ENTs
 - (Ehrhardt) Too many PCPs – hard to see meaningful contact
 - Perhaps narrow to those seeing kids with hearing loss?
 - (Garcia) initial printing; will there be more past that?
 - Ordering hard copies? Charges? Shipping/handling?
- (KY) Approved audiology centers list (~50 centers)
 - Mandated report
- (IN) list of audiologists
 - Could get a list of PCPs in database – maybe
- (OH) List of self selected audiologists

Other concern:

- With direct mailing lists, concern regarding cleaning up the files/lists in MI and IN (if guides are returned or undeliverable, would R4 update the list)
- iii. Estimated numbers
- Will need to obtain from states as distribution strategies are selected

IV. ONLINE TUTORIAL

- Update
 - Last piece to finish for this product
- Volunteers
 - Molly Pope (powerpoint)
 - Others, self-identify via email to Sally

V. ANNOUNCEMENTS

- Look forward to a distribution/marketing plan, the online version, flyers draft and hard copies

VI. ADJOURN

DRAFT - Distribution plans from the EHDI meeting

- Send list of resources to each state for final edits (week of August 30)
 - Set deadline for September 8th
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- Combine the pieces and send to print (week of August 30)
 - Note: hard copies will not include resources
 - Get the electronic version up on the site (week of September 6 *)
 - Include the resources *
 - Develop a flyer/handout (1/2 sheet card) to mail, take aways, etc (week of September 6)
 - 1st Batch Hardcopies (week of September 13)
 - Intended for advisory groups, workgroups, councils, upcoming conferences and meetings
 - 2nd Batch (TBD)
 - Informed number for the lists provided