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FINANCIAL DISCLOSURE (Do you have a financial interest in what you are talking about, employed by that manufacturer?): No – this is not a brand specific talk

SHORT BIO:

Originally from London, England, Mayer earned his bachelor's degree in Economics at the University of York, and furthered his executive education at the Management School of St Gallen in Switzerland, and INSEAD in Paris, France. He has worked in the hearing healthcare industry for 19 years and considers himself a 'lifer'. He has 2 noisy girls, Harriet and Martha, and is married to Jody who has the patience of a saint.

COURSE TITLE: How to make better decisions in a time of upheaval.

COURSE DESCRIPTION: This course will discuss the ongoing changes in the hearing aid industry with OTC Regulations and the increasing number of third-party providers. Additionally we will discuss several ways to efficiently and effectively prepare you to position your practice to take advantage of the opportunities ahead.

LEARNER OUTCOMES:

As a result of this course the participant will be able to:

- 1- Identify their own cognitive biases as leaders and decision makers.
- 2- Demonstrate how those biases can lead them to make poor decisions about their business and clinical performance.
- 3- Identify the value of determining the root cause of any business/clinical performance gaps.
- 4- Demonstrate how to build countermeasures that will address the identified gaps.