

# MARKUS HILBERT, Au.D.

## DOCTOR OF AUDIOLOGY

BA, MS, Au.D., RAUD, RHP, AiB-VAM



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I have been involved in the hearing health care industry since 1995 including experiences with private and public health, direct patient care, clinic management, business development, consulting, online and offline technology initiatives, and university instruction. Coupled with ongoing self-development and education, this convergence of education, expertise and experience provides a significant opportunity for an organization with a career opportunity in a senior position as the next stage of my career path.

My identity as a strategist, advocate and essentialist is to inspire and motivate people with a fresh perspective to problem-solve and innovate. I achieve this through efficient, understandable, evidence-based solutions to refine how we do what we do with emphasis on consumer and health advocacy, developing people, system improvements, trend setting, and differentiation with a proven track record for concept-to-implementation follow-through.

My experiences have allowed me to understand the industry from a variety of perspectives and I am able to synthesize ideas, perspectives and sometimes opposing positions to a unified, goal-oriented, measurable and evidence based outcome that incorporates and validates all stakeholders' input. My inclusive approach to leadership and team management brings the best ideas forward to find the best solutions. I can motivate people to rally around a shared vision and work together to achieve it. Furthermore, I have the technical expertise to manage IT, programming, and technical issues in clinical environments.

I will dedicate my experience, education and expertise to improve the bottom line for hearing health stakeholders. By understanding and connecting all interests, I improve productivity, clinical support, patient care, practice management and clinical operations, project management, and operational efficiencies.

I am seeking a career change within health care. I am pursuing a senior management position to bring together and use my vision, leadership, innovation and passion. I will commit to a meaningful opportunity focusing on areas that may include providing purpose driven, evidence-based leadership, team management, training and development, leadership, project design, implementation and follow through, practice management, operations, oversight, training and education, including event speaking and presentations. This next step is a long-term commitment to invest myself to a fulfilling and purposeful position as part of a strong team working from a home office in Kelowna while establishing initiatives and connecting both remotely and in-person as travel restrictions are lifted.

**Veterans Evaluation Services**, 2020  
US VA legal-medical assessment certification

**Vestibular Assessment and Rehabilitation**, 2019  
CSHBC & American Institute of Balance Certified.

**Widex Zen and Phonak Roger Certified**, 2018  
Specialized product-specific certifications and accreditations.

**Cerumen Management**, 2017  
Fully licensed in Cerumen Management with the College of Speech and Hearing Health Professionals of British Columbia

**Tinnitus Retraining Therapy Certification**, 2015  
Fully licensed in TRT by Drs. Jastreboff, Baltimore, Maryland

**Phonak Lyric Certified**, 2009  
Lyric training completed

**Salus University**, 2009  
Doctorate in Audiology—Fully Credentialed

**Portland State University**, 2002  
M.Sc. in Audiology, Completed CASLPA and ASHA with CFY at OHSU

**University of Alberta**, 1995  
B.A., Major in Political Sciences, Minor German and SLP

**University of Calgary**, 1990  
General Studies, prerequisites for U of A



# EXPERIENCE

**Ossicle Fort McMurray**, 2019 – Present  
Co-Founder providing leadership in clinical services via professional staff development, project management, monitoring patient care initiatives and managing operational processes.

**Ossicle Hearing & Tinnitus Treatment Centre**, 2016-2019  
Business Development, Clinic Director, Patient Care, Project Management, Educational Audiology programs

**Waves Hearing**, 2012-2016  
Business Owner & Clinical Services

**Alberta Health Services, Hospital Audiologist**, 2012  
Developed an efficacy study and ethics review, and protocols to optimize care and scope of practice with clinical services

**Grant MacEwan University**, 2011-2016  
Hearing Aid Practitioner program instructor including business development and technology

**Hearing Pages**, 2007-2016  
Founder, R&D, development of online portal and search engine for all industry stakeholders

**EarWorks**, 2005-2016  
Founder, practice management solutions services including software, headhunting, acquisitions support and business development consulting

**Chinook Hearing**, 1998-2011  
Owner and Operator, clinician, business services, all management and executive functions of managing and expanding a private practice

**Island Hearing**, 1997-1998  
Clinical services in multiple locations



# EDUCATION

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There are a number of strengths that I bring to the table with experience and knowledge in many areas of audiology. Along with this I bring a plethora of diverse resources from years of accumulated tools to constructively apply to new initiatives.

## Innovator

I innovate to find new solutions that can be strategically implemented to improve efficiencies and improve margins and the bottom line. I created a proven clinical consulting and patient care system that guarantees a 90%+ conversion rate from testing to fitting with a less than 1% return rate resulting in 500 units per annum. I created a now widely used system for the RCMP Dispatchers who use amplification, to maintain their 911 responsibilities by integrating hearing aid technologies with all audio inputs including calls, radio, and in-room chatter.

## Educator

I instructed in formal and informal education including instructing the Hearing Aid Practitioners Program at Grant MacEwan University and providing students the opportunity for practicums, observation and internships throughout my career to give back to the next generation. I have had continuing education for my staff and teams throughout my career and in line with the role as educator, for myself have taken Queens and Power of Focus coursework, and sought the highest degree as well as additional education beyond the Au.D. with TRT, vestibular assessment and treatment and cerumen management. I am a purpose-driven coach with a growth mindset.

## Communicator

To create, educate and advocate, I have learned to be an essential communicator sharing the concepts and ideas that I'm passionate about and motivating others to learn, have a paradigm shift, or engage in various ways. I am bilingual (English/German), have blogged, written e-books, published articles about forward thinking ideas, and presented as the Keynote Speaker at the Western Canadian Symposium. I have led large teams to adopt new clinical protocols and improved public health audiology services.

## Strategist

My career has been defined by creating forward-thinking, evidence-based strategies and innovative solutions to improve systems, returns on investment and to challenge the status quo. I have learned from creating clinics overseas in under-served areas of India and Africa at the beginning of my career, and at the end have brought infrastructure of sustainable hearing care to a medically under-served community. I have learned from creating online and offline technical solutions for improving clinic management and growing the industry adoption rate with social media based web ecosystems. I have learned from creating a sustainable unbundled model of diagnostic care that includes amplification in a balance that was presented internationally as a trend-setting clinic concept. I study and implement trends to take an evidence-based future-looking vision of health care through to a sustainable reality. I not only create but put my money where my mouth is to see it through and evaluate the evidence and adjust accordingly. As a strategist I am operations-oriented to both design and implement processes.

## Fixer

I have the skills and experience to problem solve clinic business, customer service, clinical and marketing issues. In every role I have been sought to take charge with the responsibility for managing operations, leading the team, motivating the stakeholders, and resolving key issues in all aspects of administration, operations and clinical care. Examples include turning around underperforming clinics, business development, practice management, accessing my own and outsourced resources including SEO, resolving difficult-to-fit patients, BAHA fittings, providing practical resources for sales, patient education or clinician counselling, resolving technical issues with programming, office and clinical systems, local networks or diagnostic equipment, providing efficiency protocols for better clinic operations, and designing local area outreach to enhance community impact with emphasis on cross referral and networking.

EXPERTISE

## COVID impact

My current management competency is evident in successfully overcoming the pandemic followed by a natural disaster, resulting in growth despite these challenges.

**Performance during COVID and Flood:** An average of 24 units per month were achieved during COVID (March/April). A flood occurred just when the Allied Health restrictions were lifted, shutting the office down. Nonetheless, 19 units were still ordered with no office to work from based on recalls, database management, and third party application follow ups. During COVID and the flood, clinic protocols were adjusted, but the clinic was not closed.

**Expansion despite COVID and Flood:** During this time two new clinicians were hired. The training and integration of new team members during a time of significant change and relocation was a significant component of successfully managing change.

**Office Re-opening:** The original office is situated in a building that is still not operational, and remains closed due to the results of the flood. Therefore, within 2 weeks of finding a new space, a new office was built out and renovated, equipped for additional staff and equipment, and reopened to the public with a full schedule and about 3-4 weeks of schedule fill, and achieved 2.5x industry average monthly fittings within 2 weeks of operations.



IN THE MEDIA

Motivating and educating via event speaking, community presentation and published articles are themes of my career, and an ongoing interest moving forward.

**Extensive Public Speaking:** many public service, advocacy, educational and promotional community presentations on a variety of audiology-related subjects throughout my career to consumer and professional audiences.

**Radio Broadcasts, 2016:** interviews and hearing health awareness promotions and clinic marketing

**WCS, 2014:** Keynote Presentation: "Rethinking the Game" - industry-wide annual conference for Western Canada

**Hearing Review, Spring 2012:** Clinical Autonomy, Competitive Strategies and the Future of our Industry

**ADA Audiology Profile, 2010 & 2011:** Essentials of Online Marketing for Dispensing Professionals and Industry

**Audiology Online, 2009 & 2010:** Go Online!

**Webcast, 2009:** Grow and Prosper

**Webcast, 2010:** Get Connected

**Canadian Hearing Review, 2007:** Taking Patient Satisfaction to the Next Level

**CityTV & CTV News, 1998-2011:** Media Relations: Multiple appearances promoting hearing health