

# Leading the Way

## Building on a Tradition of Excellence in Clinical Education and Research

Western is recognized as a top ten research-intensive Canadian university. With 12 Faculties and Schools, and three Affiliated University Colleges, Western has a current enrolment of more than 35,000 students, of which 4,700 are graduate students. The Faculty of Health Sciences at Western was established in 1997 when the Faculties of Nursing, Kinesiology and Applied Health Sciences merged to become the Faculty of Health Sciences. Today, this dynamic and growing Faculty includes six schools—Communication Sciences and Disorders (Audiology, Speech-Language Pathology), Health Studies, Kinesiology, Nursing, Occupational Therapy and Physical Therapy—as well as one interdisciplinary graduate program—Health & Rehabilitation Sciences.

Research conducted at the Faculty of Health Sciences has tremendous implications for the health of Canadians of all ages and situations. The best example of our expertise can be found at our highly acclaimed National Centre for Audiology (NCA). This state-of-the-art research centre is expanding the boundaries of innovation, research and education in hearing science.

### Fast Facts

- **Our program is considered the top hearing science program in world**
- **Our audiology graduates are in high demand and enjoy a 100% employment rate**
- **The Faculty of Health Sciences and the NCA have the highest concentration of audiology faculty in Canada and one of the highest of any university in the world**

To create new research opportunities for students and expand areas of strategic strength, we are dedicated to providing the people and the place to establish a **Research Chair in Applied Hearing Science**—the first of its kind in Canada.

## Meeting the Challenge: The Research Chair in Applied Hearing Science

New communication technologies are advancing at a rapid rate, allowing people with hearing loss to better connect wherever they are. The population is becoming increasingly sophisticated in their use and selection of these technologies, whether they are children, students, employees or retirees. Since an individual's hearing ability can change, particularly with age, it is crucial for the hearing healthcare and communication industries to not only develop and evaluate novel diagnostic and rehabilitation technologies, but also train clinical professionals in appropriate use and application of new technologies.

One of the greatest challenges for hearing professionals is to make listening environments more accessible. In today's society, where technology such as media players, HD TVs, cell phones, global positioning systems (GPS) and public address systems are used by more and more people, the need to not only provide high quality audio but also to evaluate and adapt these technologies for use by hearing impaired individuals is imperative.

The **Research Chair in Applied Hearing Science** will benefit from the opportunity to work with the NCA. As part of this network of expertise, the chair will collaborate with industry partners, such as Sonova Holding AG and its affiliates, to become a bridge between discovery and application. Our goal is to expand our contributions to applied hearing science on a national and international scale.

The chair will:

- Prepare hearing science researchers to work collaboratively with engineers and other healthcare professionals
- Evaluate clinical needs and develop innovative treatments that integrate effective rehabilitation approaches with available technology
- Create hearing and communication solutions for a diverse population that ranges from children and young adults through to an aging population that wants to maintain a high quality of life

# The People and the Place

## A Unique Matching Opportunity

**The cost to permanently endow a chair position is \$3 million, but a unique opportunity exists for private partners to permanently establish the Research Chair in Applied Hearing Science for one half of the cost.**

In recognition of the importance of this endowed chair, Western will match a \$1.5 million gift 1:1 for a total impact of \$3 million. By supporting the chair, private sector partners can make a significant difference in building expertise and multidisciplinary team approaches to applied hearing research.

## Successive Chairs for Maximum Impact

While the endowment will fund the research chair in perpetuity, each chair holder will be appointed for a five-year term in order to focus on different areas of applied hearing science research, such as:

- Overcoming challenges in deriving optimal benefit from advanced digital signal processing in hearing technologies
- Developing innovative fitting, verification, and outcome evaluation strategies that contribute to success with advanced hearing technology
- Providing an industry-wide forum to address key challenges to successful clinical application of product innovations

**In order to build on our historical research strengths, the inaugural holder of the Research Chair in Applied Hearing Science will focus on pediatric amplification.**

Prior to selection of the next research chair, we will seek input from our Advisory Council members (donors who have given over \$250,000), regarding which areas of research should be considered. Final selection of each successive candidate will be made by the Dean of the Faculty of Health Sciences and the Director of the NCA.

Appointees to the **Research Chair in Applied Hearing Science** will work with the NCA's Translational Research Laboratory to bridge the gap between laboratory results and their application to patients. Holders will:

- Have distinguished academic records in applied hearing research, a familiarity with engineering and a flair for promoting ideas in the healthcare, government and academic communities
- Demonstrate significant accomplishments in educational attainment, clinical acumen, research productivity and administrative success
- Create opportunities for students to become more aware of how industry functions, the pace at which products are developed and the challenges faced during product development, testing and marketing



## Research Chair in Applied Hearing Science

Dr. Susan Scollie (pictured above), is world-renowned for her expertise in the evaluation of novel digital signal processing for high frequency hearing losses, pediatric outcome measurement, and noise management for children.

Her latest software version of the Desired Sensation Level (DSL) method provides more information to clinicians and has been transferred to 16 partners worldwide.

Endowed chairs are a key strategy for attracting and retaining distinguished researchers. Current NCA members, such as Dr. Scollie, would be ideal candidates for the Research Chair in Applied Hearing Science.

Western's NCA, which was first recognized as a Centre in 1999, has the distinction of being the premier centre for audiology research and education in Canada. Since its inception, NCA researchers have garnered an international reputation for innovation.

# Benefits Beyond Western

The tangible contributions of the **Research Chair in Applied Hearing Science** will cause a ripple effect beyond the boundaries of the research program. Benefits will extend to donors, audiology students, industry partners, faculty members and research groups, the community, and ultimately, audiology patients.

## Permanent Legacy

- The prestige and honour surrounding an endowed chair is shared not only by its holders, but also by the donors whose gifts make it possible.

## Value for Investment

- Industry partners will benefit from the opportunity to permanently establish the **Research Chair in Applied Hearing Science** for one half of the cost. Chair holders will contribute to new knowledge in the application of hearing technologies, foster industry-university collaboration, and train new researchers in the development and evaluation of hearing technologies.

## Leverage for Matching Funds

- The permanence and stability of an endowed chair can be used to leverage additional matching funds for graduate student support, research equipment and funding, expanded laboratory space and even salaries for researchers. The Faculty of Health Sciences and the NCA have successful track records in securing government grants; chair holders will have full support of Western for pursuing both internal and external grants.

## Hearing Healthcare and Business

- Breakthroughs generated by the chair and his/her collaborators will benefit many hearing impaired individuals, while a well trained workforce will contribute to communication and hearing healthcare businesses in this global age of technology growth and promotion.

## Donor Recognition

### Naming the Chair

We will be pleased to name the chair in recognition of a leadership gift of \$1.5 million. We welcome Sonova Holding AG's input as to which name would best suit the research chair.

### 1878 Societies

In recognition of our donors' support of the chair, we are pleased to offer corporate partners, whose individual giving is \$100,000 or more cumulatively, membership in the University's 1878 Societies. Members receive benefits that include a listing on the donor wall in Alumni Hall, newsletters updating the donor on University affairs, and invitations to donor events.

### Members of the Chair's Advisory Council

Donors at \$250,000 and above will form an Advisory Council and meet annually with the chair, researchers and graduate students. Members can offer suggestions and opinions to the chair, but final decisions will rest with the chair holder.

### Recognition and Regular Reporting

We would be pleased to discuss recognition opportunities, including a donor listing on a permanent recognition plaque, which could be displayed in a prominent location at the NCA. The chair will also provide donors with regular reports describing his/her activities and progress.

For more information about the **Research Chair in Applied Hearing Science**, please contact:

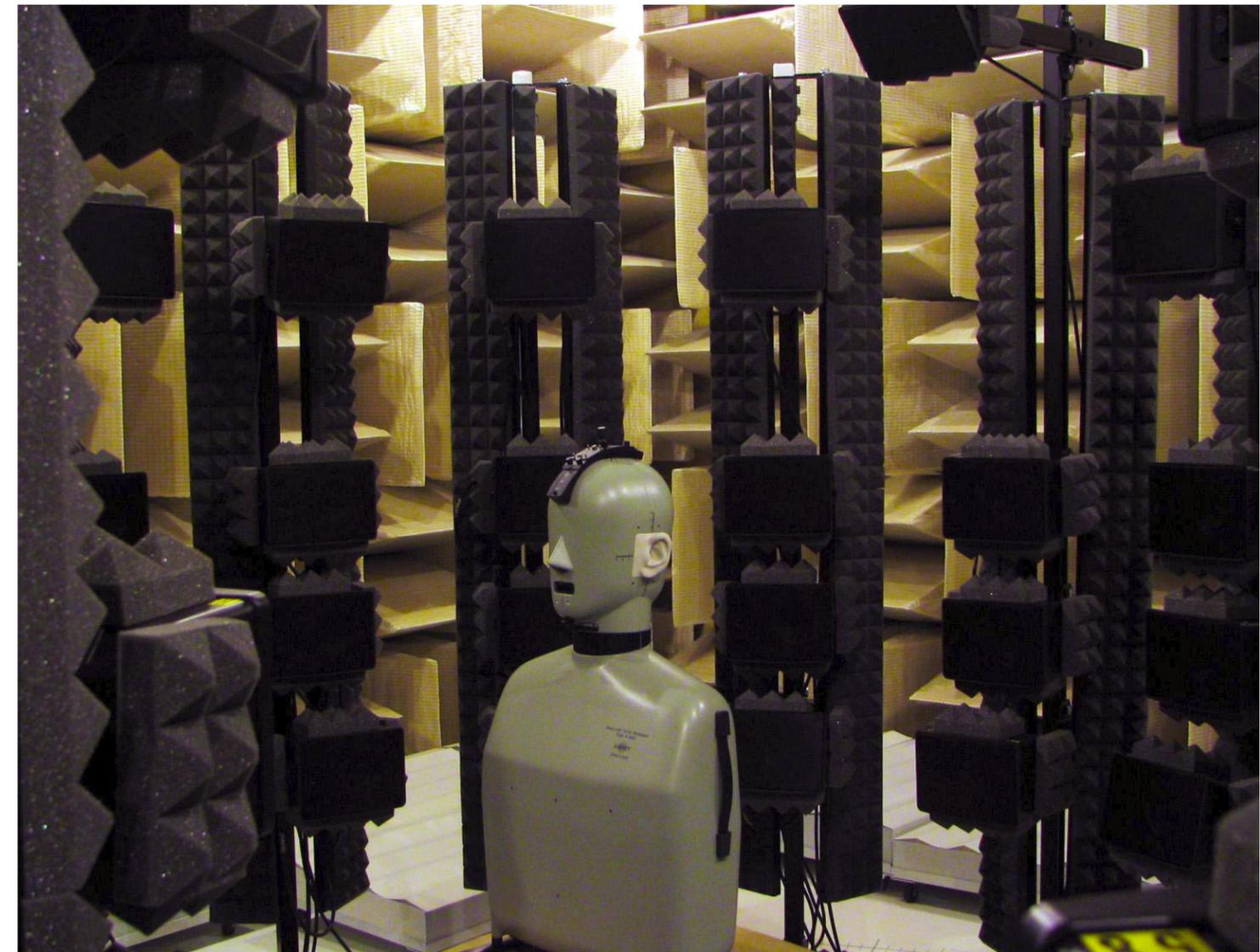
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# Research Chair in Applied Hearing Science

## Extending the Boundaries of Innovation, Research and Education in Hearing Science

### 2012



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The Campaign for Western

