

State of California  
Department of Consumer Affairs  
Hearing Aid Dispensers Bureau

*"To educate, serve, and protect consumers in the purchase of hearing aids  
by ensuring the competency of hearing aid dispensers."*

Strategic Plan  
(Updated)

Updated September 2006



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State of California

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Strategic Plan

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**Our Mission:**

To educate, serve, and protect consumers in the purchase of hearing aids by ensuring the competency of hearing aid dispensers.

**Our Vision:**

To be a model for California consumers regarding the purchase of hearing aids. Highly qualified and competent hearing aid dispensers will characterize the marketplace.

**Our Values:**

As a government agency dedicated to protecting consumers and regulating hearing aid dispensers, the success and effectiveness of the Bureau depends on:

- Collaborative relationships with stakeholders in the decision-making process.
- Empathy, integrity, and understanding in serving consumers.
- Professionalism in serving the industry.
- Nurturing productive partnerships with consumers, licensees, and businesses.
- Licensing qualified applicants promptly.
- Educating consumers regarding the hearing aid dispensers.

## Goals and Objectives:

The Hearing Aid Dispensers Bureau has adopted the following strategic goals for 2005-2008. As part of the ongoing planning and monitoring process, the stated goals will be reevaluated and adjusted, as necessary, to meet the needs of California consumers and the industry we regulate.

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### *Goal One:*

#### *Enhance licensing processes and outcomes*

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- 1.1 Implement the Applicant Tracking System (ATS) to license individuals.
- 1.2 Establish performance improvement team to assess licensing process. (*Completed*)
- 1.3 Develop baseline and performance measures for key aspects of the Bureau's licensing programs. (*Completed*)
- 1.4 Develop a system to continually monitor and assess applicant satisfaction with the licensing process.
- 1.5 Implement a system for online licensing renewal. (*New*)

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### *Goal Two:*

#### *Enhance licensing processes and outcomes*

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- 2.1 Review and update consumer education information.
- 2.2 Identify opportunities to participate in consumer and industry meetings and conferences to inform and educate stakeholders about regulatory issues. (*Completed/Ongoing*)
- 2.3 Identify opportunities to enhance the Bureau's Web site. (*Completed/Ongoing*)

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***Goal Three:***

***Enhance the Bureau's enforcement processes and outcomes***

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- 3.1 Establish a performance improvement team to assess enforcement processes. ***(Completed)***
- 3.2 Develop baseline and performance measures for key aspects of the Bureau's enforcement program. ***(Completed)***
- 3.3 Evaluate and implement an effective cite and fine program ***(New)***
- 3.4 Identify options for dedicating additional resources to the Bureau's enforcement program ***(New)***

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***Goal Four:***

***Enhance Examination processes and outcomes***

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- 4.1 Evaluate the current structure of the practical examination to accommodate more applicants per examination. ***(New)***
- 4.2 Increase the frequency of the practical examination from three to four per year. ***(New)***
- 4.3 In conjunction with the Department of Consumer Affairs' Office of Examination Resources, conduct an occupational analysis. ***(New)***