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Sacramento, CA 95814

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Hearing Healthcare Providers of California - Fall Newsletter

Please support AHAA. AHAA Supports HHP/CA.
Purchase at least two instruments each month through your AHAA Account

HHP MEMBERSHIP = PROFESSIONAL ASSURANCE

- LEGISLATION - HHP is the only professional organization protecting Hearing Aid Specialists at the state legislature.
- EDUCATION – We offer more than 28 hours of CEU courses: 18 hours at the annual convention, one 9 hour all-day training and occasional 1 hour. courses.
- Managed Care Contracts - The only independent organization in California that specifically includes Hearing Aid Specialists in their managed care contracts serving over 7 million Californians.
- Buying Co-op – Our Buying Co-op provides members with competitive discount pricing.
- AHAA – Automatic membership providing business, advertising and discount purchasing pricing.
- Annual Convention – Brings together Technology and Education, while providing a positive networking setting with your peers.
- Quarterly Publication – To keep you informed of important state news, upcoming district meetings and CEU offerings.
- Support – A full time Executive Director and a Legislative Lobbyist in Sacramento protecting your interests.
- Consumer Help and Referrals – A toll free number for consumer information and referral assistance. Assistance for peer and consumer complaints.

All this for only \$295/year

CAN YOU AFFORD NOT TO JOIN? • Call 1-916 447-1975 and join today!



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In Memory and Recognition of Alan Lynden, long term member of HHP/CA

Thanks to AHAA for the assembly of this newsletter

Hear and Now News

Serving the Needs of Hearing Aid Specialists, Dispensing Audiologists and the Hearing Impaired Since 1950

Fall 2006

President's Message *Help us Grow!*

HHP/CA efforts benefit not only its members, but all California hearing healthcare providers. The goals of this association can only be achieved when members get involved. I know you are all very busy, but I am encouraging you to volunteer some time for your association. When you volunteer to help your profession, you are not only helping your fellow dispensers, but the hearing impaired community as well. It is not always necessary to make a huge commitment in order to serve your association. As the saying goes, "Many hands make light work." One way to make a difference is by simply asking your fellow dispensers who are not members to join the association. Help get the message out that HHP/CA is protecting practice owners through its legislative efforts and most recently, by creating a working group with representatives of DHS (Department of Health Services) and Medi-cal. HHP/CA has many committees that would welcome your assistance. I hope you all find a way to get involved. Giving back is a very rewarding experience. I'd like to offer a heartfelt "Thank you" to all those who currently volunteer, including your very dedicated Board of Directors and your district officers. To volunteer, call 1-916-447-1975.

Cynthia M. Peppers, BC-HIS
President HHP/CA

District Meeting Information *Member or not? Everyone's welcome!*

1 - CEU will be offered for the GNReSound class on their new "Pulse" Hearing Instrument. We will also continue to offer people who join at the meeting a free dinner as our thanks for joining.

District 1 Sacramento Area

Nov. 10, 2006, 6:30 p.m.
Hilton Arden West
2200 Harvard Street
Sacramento, CA 94815

Info and Reservations: 530-671-2472

District 2-3 San Francisco Area

Nov. 2, 6:30 p.m.
Marie Callender's
2090 Diamond Blvd.
Concord, CA 94520

Info and Reservations: Josh at 510-526 3824

District 4-5

Oct. 26, 2006
Holiday Inn Visalia
9000 Airport Drive

Contact Sandy Souza 1-559-635-1334

District 6 Los Angeles Area

Nov. 9, 2006, 6:30 p.m.

This district's ONLY CEU class on
Medi-Cal Audits & Billing
presented by DHS
Sportman's Lodge

12833 Ventura Boulevard
Studio City, CA 91604-2396

Info and Reservations: 818-712-0001

District 7 Desert Area

Nov. 16, 2006

Cocktails 6:30 p.m., Dinner 7:00 p.m.

The Embassy Suites
3100 East Frontera
Anaheim, CA 92806

(91 Freeway@ Kramer/Glassel Exit)

Info and Reservations:
Pat Vanderpool 800-998-9787

MEDI-CAL UPDATE

The Department of Health Services has decided to expedite the payment of underpaid claims. To do this they are going to pay all claims from the time period of 8/01/03 -7/03/06 at the maximum allowable benefit. This is 883.80 monaural hearing aids and 1480.32 for binaural hearing aids.

If you have already received payment in full they will send additional dollars to meet the above maximums. EDS has confirmed that this money is rightfully yours. Do not return it.

If you have any questions, contact our expert Dave Vasquez at vasquezoptandhear@sbcglobal.net

Regulation Corner *By Amnon Shalev*

As part of the Health Insurance Portability and Accountability Act (HIPAA), the U.S. Department of Health and Human Services requires from all healthcare providers to obtain a federal National Provider Identifier (NPI). Any healthcare provider is eligible to apply for and receive an NPI. The NPI will eliminate the need for healthcare providers to use different identifications numbers when conducting business with multiple health plans. Many health plans, (including Medicare, Medi-Cal and private health insurance issuers) will be required to accept and use NPIs by May, 23 2007.

Apply online at www.nppes.cms.hhs.gov it is easy and takes about 15 minutes.

Hearing Aid Assistance Tax Credit Act *By Dy Monroe, new member and volunteer*

Support the Hearing Aid Assistance Tax Credit Act (H.R.414) (S.1060) which would provide a \$500 tax credit for people who purchase hearing aids, if they are 55 years of age or older or if they are purchasing hearing aids on behalf of a dependent.

Physicians are now screening for hearing loss as we become eligible for Medicare. But in most cases, if a hearing loss is present, hearing aids are the only treatment available. But yet hearing aids have been explicitly excluded from the standard Medicare program.

We are asking you to support the Hearing Aid Assistance Tax Credit Act (H.R. 414) (S.1060) and help enhance the quality of life for millions of Americans with hearing loss. We hope you see this tax credit as both a fair and worthy investment in both the youngest and the oldest hearing impaired Americans.

The Center for Better Hearing has decided to send letters/post cards to all patients encouraging them to get involved. Our hope is your practice will participate as well.

Legislative Update *By Gary Cooper, Legislative Advocate*

As the final gavel came down on the 2005-06 legislative session, HHP can report that our successes came primarily from working with the Medi-Cal administration. After several very productive meetings, HHP has established a very positive working relationship. Items of concern that were negotiated:

- 30 day waiting period for hearing aids at Skilled Nursing Facilities
- The requirement of physician chart notes prior to reimbursement for hearing aids.
- The Medi-Cal Audits and Investigations survey that was mailed to all dispensers was modified at HHP's request.

HHP actively supported two pieces of hearing aid related legislation:

SB 1223 (Scott) requires insurance companies offering group health care plans to offer coverage for hearing aids of up to \$1000 for enrollees and subscribers less than 18 years of age. This the third attempt at this piece of legislation and it is sitting on the governor's desk. HHP has supported this bill.

AB 2698 (Strickland) proposed to offer a state income tax credit for the purchase of hearing aids. HHP supported this bill as well; however it did not pass the Revenue and Taxation Committee.

HHP will be very involved in the 2007 Sunset review hearings for Hearing Aid Dispensers Bureau as they are held by the Legislature starting in January 2007. This will be the opportunity to discuss any and all issues dealing with education requirements and scope of practice.

Introducing ReSound Pulse™

The new ReSound Pulse™ is the only digital hearing instrument to offer SuperTune intelligent recharging and optimization. This world first innovation meets the demands and expectations of busy modern lifestyles. Simply insert one or both instruments into SuperTune, leave them charging for five hours, and they're ready to go. Hearing aid users no longer have to carry extra batteries or wonder when their devices will lose power. SuperTune's rechargeability gives users the confidence they need to continue hearing, even through their longest day.

ReSound Pulse uses nickel metal hydride rechargeable batteries and is also compatible with non-rechargeable battery types. For added flexibility, there's even an extra set of batteries kept charged within the unit, ensuring your patients will never feel limited by their battery usage. With SuperTune, ReSound Pulse is the ideal hearing instrument for patients who want the latest in attractive, high performing, Open fit hearing instruments.

To learn more about Pulse and SuperTune, contact your Sales Representative at 1-800-248-4327 or go to your regional HHP meeting and receive 1 CEU unit.

Useful Websites

Provided by Greg Free, V-P, Districts 2-3

First and Foremost: www.hhpca.org

Travel (Subscribe to their weekly newsletter for great deals): www.travelzoo.com

The best weekly: www.healthyhearing.com

Print materials, business cards, etc.: www.gotprint.com

Great product reviews: www.infosyncworld.com/news/n/6515.html

Subscribe for deals here: www.dealnews.com

American Hearing Aid Associates: www.ahaabizlink.com

Audiology Online: www.audiologyonline.com

Audiology.com: www.audiology.com/

Hearing Products Report: www.hearingproductsreport.com/

ReSound: www.gnresound.com/hearing_professional.aspx

Sonovations, Frequency compression HA's: www.avrsono.com

Unitron: www.unitronhearing.us/

Phonak Pro: www.phonakpro.com

Etymotic: etymotic.com/ephp/erme.aspx

Hitec: www.hitec.com/default.asp

Induction: www.wirelesshearingsolutions.com/home/

Audioscan: www.audioscan.com/webpages/sitemap.htm

LACE, audio rehabilitation: www.lacecentral.com

ALD's: www.beyondhearingaids.com/Resource/NoFuss.asp

Starkey wireless: www.hearwireless.com/

Widex: www.widexpro.com

Ron Jenkins of the HPCA Ethics committee is now providing a two-hour ethics class at the request of HADBE

This class will fulfill the required ethics class being required for some infractions being imposed by HADBE. This class was tailored from an original offering by HearUSA for use in California.

Please contact Ron Jenkins at Hearwell@sonic.net for more information.

If you have any suggestions, please send an email to hearwell@sonic.net