

Hear & Now News

Fall 2007

HHP



Hearing
HealthCare
Providers
of California

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

HHP/CA Legislation Day

**February 26-27,
2008, in Sacramento.**
Join us and let your
voices be heard! Log
on to HHPCA.org for
details.

In this Issue:

2

- **Medi-Cal Update**
- **Hearing Loss & Safety Issues**
- **Classified Ads**

- **[Sonic Innovations Article]**

3

- **Convert from NOAH 3.5.2 to 3.6.1**

4

- **BHI to Develop Speakers Bureau and PowerPoint Presentation**

Save The Dates

Experience "Good Vibrations" with HHP/CA "Amplified for Success"

Please Join HHP/CA May 1-3, 2008, at the Redondo Beach Crown Plaza Hotel for our annual Convention. Bring your family and/or staff and enjoy the beach and sunshine. The Crown Plaza is in a fabulous location just across from the beach with bike

and jogging trails. It is also within walking distance to many shops and restaurants.

Please visit www.hhpca.org to reserve your room at HHP rates. There will be additional information on this Website soon! ■

District Meeting Information

Please attend your District's Meeting!

District 1 Sacramento Area

November 1, 2007
Dinner: 7 p.m.
Cattlemen's Restaurant,
2000 Taylor Road
Roseville
Contact: Deanna McCoy at
530-342-8132

District 2-3 Bay Area

October 25, 2007
Marie Callender's,
2090 Diamond Blvd.,
Concord. **Contact:** Josh at
510-526-3824

District 4-5 Central Valley

(Call for Information)
Ryan's Place
3103 So. Mooney Blvd.,
Visalia. **Contact:**
559-446-1792

District 6 Los Angeles

November 8, 2007
Sportman's Lodge
12833 Ventura Boulevard,
Studio City. **Contact:** 818-
712-0001

District 7 Desert Area

November 15, 2007
Cocktails 6:30 p.m.
Dinner 7:00 p.m.
Embassy Suites, 3100 East
Frontera, Anaheim
(91 Freeway at Kramer/
Glassel Exit). Cost \$40 at
the door. HOLIDAY
TURKEY DINNER with all
the trimmings. **Contact:**
Pat Vanderpool at 562-
925-7263 (home)



CONVENTION 2008

February 20-23, 2008 The Contemporary Resort, Orlando, Fla.

This convention is three days of learning, networking, relationship building, and idea exchanging. You'll come away with unparalleled business insight, and experiences that can be put into practice as soon as you get home.

You will also have one-on-one time with AHAA staff, other Associates, and manufacturers and vendors to further expand your network of knowledge. Go to www.ahaanet.com to register today! ■

HELP WANTED

P/T Audiologist or Hearing Instrument Specialist San Diego, CA

North County Audiology is a small and reputable independent practice. We are seeking an audiologist or hearing instrument specialist with a California hearing instrument dispensing license. **We prefer:** experience in diagnostics, hearing aid dispensing, and marketing ability to interface with patients and referral sources or a recent graduate who has the desire to learn and apply quickly the clinical training received on the job.

This is a part time position (20 hours/week) that may lead to full time status. Competitive salary offered. Email resume and references to info@hearing.sandiego.com.

Yes, you can advertise to hire, seeking employment or for equipment and reach every dispenser in California.

Send to hearwell@sonic.net. Cost is \$50 for the first 50 words plus \$1/word for each additional word up to 100 words. Next publication is February!

Medi-Cal Update: TARs

By Amnon Shalev

In an attempt to streamline operations and services and to increase consistency in prior adjudication decisions, the Department of Health Care Services decided to close the Fresno Medi-Cal Field Office and to continue the process of TARs for hearing aids through the San Francisco Medi-Cal Field Office. The new mailing address is:

San Francisco Medi-Cal
Field Office
P.O. Box 193704
San Francisco, CA. 94119-3704

Nurse Supervisor for the hearing aid group is Eva Buenavista, (415) 904-9608

TARs that have been sent to Fresno will be forwarded to San-Francisco. There is no effect for those providers who utilize the E-TAR system.

Contracting for hearing aids: The State Assembly and Senate approved a new sub-section to the Welfare & Institutions Code which

compels the Department of Health Care Services ("DHCS") to enter, by July 1, 2008, into contract/s for purchasing hearing aids for the Medi-Cal program.

This legislation was sponsored by an individual dispenser and was lobbied by the HHP former lobbyist without the knowledge of the HHP board. If implemented, there will be a significant cut in compensation for dispensing hearing aids to Medi-Cal beneficiaries.

HHP together with the California Academy of Audiology, DHCS and sympathetic legislators are going to work hard in order to assure that the providers and the program will not be adversely affected. We applaud these groups in working with us on undoing a legislation that could be devastating to our patients. We look forward to strengthening these alliances for the benefit of California's Hearing Impaired. ■

Hearing Loss & Safety Issues

by Sergei Kochkin, Ph.D.

According to MarkeTrak VII as published in the April 2007 *Hearing Journal*, 20% of people planning to purchase hearing aids in the near future decided to do so because of safety concerns.

Using real life stories enables people with untreated hearing loss to vicariously recognize their own untreated hearing loss. Ask new users the reasons for their coming to see you for their first hearing aids, "So tell me what happened that caused you to seek out my services today?" or "So tell me what brings you here today?"

Most people will say something like, "My hearing loss is getting worse," and then you would say, "Please share with me how you came to that conclusion."

We would appreciate it if you would share with BHI patient stories around the issue of safety. In submitting these stories please disguise your patient's names but give contact information for yourself. Please send your stories to skochkin@betterhearing.org with the subject heading "Safety Stories." ■

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Hearing
HealthCare
Providers
of California

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Sacramento, CA 95814
www.hhpca.org

Return Service Requested

Hearing Healthcare Providers of California - Fall Newsletter

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

BHI to Develop Speakers Bureau and PowerPoint Presentation

by Sergei Kochkin, Ph.D., Executive Director, Better Hearing Institute

Based on requests from more than a thousand hearing healthcare professionals, the Better Hearing Institute (BHI) will be developing a scripted professional consumer outreach talk in 2007, with a companion speech for medical practices in 2008.

I would appreciate a review

copy by email of existing PowerPoint presentations currently being used to promote hearing healthcare practices. In addition if hearing healthcare practitioners would like to give early input in terms of their needs please send all sample presentations and commentary to: kochkin@betterhearing.org

with the subject heading "Speakers Bureau."

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Thanks to AHAA for the assembly of this newsletter

Article to Come

Convert from NOAH 3.5.2 to 3.6.1

by Ron Perry

NOAH recently sent a message that version 3.6.1 was available. There are two distinct advantages to using this version. First, it is compatible with Microsoft Vista and secondly, it is more efficient and runs faster because it uses the Microsoft Sequel engine.

HIMSA has done a very good job of setting up this conversion. They say to allow 40 minutes per machine for installation. I was installing it on a server and three client machines so I allocated a weekend day to accomplish the task. I did it on a weekend so that it didn't interfere with my practice, and I was prepared to call my primary supplier for support on Monday morning in case I had problems.

The entire process with all my computers took less than two hours to complete. It was 100% successful,

and there was no need to call for support.

After the installation I could not detect any significant change to NOAH except that it was faster and more efficient. I don't use Vista so could not check it on that platform, but HIMSA tells me that it works well.

In order to install NOAH 3.6.1 you must download it from the HIMSA site or request a CD from your primary supplier. If you download it, the file will extract automatically to a folder on your hard drive. After extracting the files, execute the setup.exe file and you're off and running.

There is a check list file which you should use to make sure that your equipment qualifies for the upgrade and that your computers are ready for the upgrade. All of the necessary information is on the HIMSA web site, www.himsa.com. Enjoy the new version.