



**Hearing Healthcare Providers/California  
Annual Convention**

May 13-15, 2010  
Doubletree Guest Suites Anaheim Resort

***Register by April 27, 2010***

[www.hhpca.org/convention](http://www.hhpca.org/convention)





# General Information

## ✦ Hotel Information:

Doubletree Guest Suites Anaheim Resort  
2085 S. Harbor Blvd.  
Anaheim, California 92802  
Tel: (714) 750-3000  
[www.doubletreeanaheim.com](http://www.doubletreeanaheim.com)

## ✦ Convention Hotel Rate\*:

\$179.00 – Single/Double Occupancy  
\$199.00 – Triple Occupancy  
\$199.00 – Quadruple Occupancy

\* Plus local taxes, fees and resort fee

These rates are applicable until April 27, 2010 or until the block is sold out, whichever comes first. After April 27, the convention rate will apply on a space-available basis only. These rates are applicable 3 days prior to and 3 days after the convention if you would like to extend your stay.

Please make your own hotel reservations by calling (714) 750-3000 or (800) 222-8733 and reference Hearing Healthcare Providers or visit [www.hhpca.org/convention](http://www.hhpca.org/convention) to access a link for online reservations. Hotel check-in time is 3:00 p.m., check-out time is 12:00 p.m. Cancellations must be made at least 72 hours in advance in order to avoid cancellation fees.

## ✦ Parking

The hotel offers self-parking for \$11.00 per day

## ✦ Airports and Ground Transportation

John Wayne Airport/Orange County (SNA) is the closest airport, approximately 13 miles from the hotel. Los Angeles International Airport (LAX) is approximately 36 miles from the hotel. Ontario International Airport (ONT) is approximately 45 miles from the hotel. Please visit [www.doubletreeanaheim.com](http://www.doubletreeanaheim.com) for driving directions and additional airport information.

## ✦ Registration

The registration form and full payment must be received no later than April 27, 2010 to qualify for early bird rates. Please see the registration form included with this brochure, or visit [www.hhpca.org/convention](http://www.hhpca.org/convention) to access the registration form online.

## ✦ Convention Cancellation Policy

All registration cancellations must be requested in writing to the HHP/CA office postmarked by May 7, 2010. All refunds are subject to a \$50 cancellation fee. Refunds requested after May 7 are at the discretion of the HHP/CA Board of Directors. All refunds will be made after the conference. Substitutions can be made at any time by notifying the convention planners.

*This is for convention fees only. You are responsible for cancelling your own hotel registration.*

## ✦ Saturday Registration

For those who cannot attend for the full three days, one-day registration is available for the exhibits and sessions scheduled for Saturday, May 15. One-day attendees are eligible for a total of 9 CEUs. Please see the registration form for detailed inclusions.

## ✦ Spouse/Guest Registration

Spouse/Guest Registration includes Friday and Saturday breakfast, lunch and all evening functions. Please see the registration form for detailed inclusions.



### ★ Silent Auction

Come prepared to bid at the annual silent auction! Great products generously donated by our valuable partners will be available for bid from Thursday afternoon through Saturday afternoon.

### ★ Pre-Sale Discounted Disneyland Resort Theme Park Tickets

Visit the convention site at [www.hhpca.org/convention](http://www.hhpca.org/convention) to access special pre-sale rate for Disneyland tickets. Convention attendees can also get a special convention rate on site by showing their name badge at the Doubletree Disney ticket office.

### ★ Golf

Join your colleagues for a round of golf at the Black Gold Golf Club in Yorba Linda ([www.blackgoldgolf.com](http://www.blackgoldgolf.com)). Tee times start at 1:15 p.m., all levels of play are welcome. Registration is required, \$100 fee per player (does not include rentals or transportation to the course).

### ★ Area Attractions

Anaheim Resort Transit (ART) conveniently operates continuous shuttles that serve the greater Anaheim resort area. For as little as \$4 per day you can ride the shuttle to and from locations such as Disneyland Resort, the Crystal Cathedral and the Block at Orange. Visit [www.rideart.org](http://www.rideart.org) for routes and more information.

### ★ Convention Contact Information

Diane Williams, CMP, or Christine Hartman • Phone: 866-793-5727, Extension 1 • Fax: 866-793-5727  
E-Mail: [convention@hhpca.org](mailto:convention@hhpca.org) • [www.hhpca.org/convention](http://www.hhpca.org/convention)

## Schedule of Events

### Wednesday, May 12, 2010

3:00 p.m. – 6:00 p.m.	Registration Desk Open
7:00 p.m. – 9:00 p.m.	President's PAC Reception

### Thursday, May 13, 2010

8:00 a.m. – 5:00 p.m.	Registration Desk Open
10:00 a.m. – 11:30 a.m.	Town Hall Forum (HHP/CA Members Only)
11:30 a.m. – 1:00 p.m.	Lunch on Own
12:00 p.m. – 6:00 p.m.	Silent Auction Open



## Thursday, May 13, 2010 (cont.)

1:00 p.m. – 3:00 p.m.

### **T-1 “Issues in Cognition Friendly Amplification” (Old Category)**

Douglas Beck

Beyond the basic audiometric profile of the patient, hearing professionals should consider the cognitive abilities of the patient as they approach amplification and aural rehabilitation. They should not only consider the audiometric needs, wants and desires of the patient, but should also acknowledge the reciprocal and interactive relationship between audition and cognition. Advanced technologies facilitate improved communication and connectivity as they provide more realistic and representative acoustic information to the brain. In the final analysis advanced technologies provide amplification that is more “Cognition Friendly” in that these same technologies allow the brain to do what the brain does best.

3:00 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4:15 p.m.

### **T-2 “Managed Care and Hearing Healthcare Providers” (New Category)**

Panel Discussion

This session will include an overview of the managed care programs in California, specifically those covered by HHP’s Managed Care Program. The session will include a discussion about definition of terms and procedures that are unique to managed care hearing aid programs as well as definition of benefits and the unique problems that affect the hearing aid client. This program will feature a panel of hearing aid dispenser experts.

4:15 p.m. – 5:15 p.m.

### **T-3 “Innovation in Action”**

**Mary Leisses**

By putting innovation in action, Starkey continues to be the industry benchmark in technology and design. This presentation will discuss some of Starkey’s recent product innovations. These include the first-ever hearing aids that can be controlled using phones. Patients and professionals can maximize performance, conveniently in their own environment. New noise management algorithms have also been designed to maximize patient comfort. Starkey continues to capitalize on the first 100% water resistant, powerful and corrosion-proof hearing aid, but enhancing case design and introducing capacitive switching technology. Attendees will be introduced to the research-driven product line and witness a software demonstration of the products.

6:30 p.m. – 9:30 p.m.

Opening Reception – *hosted by Starkey Laboratories*

## Friday, May 14, 2010

7:00 a.m. – 5:00 p.m.

Registration Desk Open

7:00 a.m. – 7:30 p.m.

Silent Auction Open

7:00 a.m. – 8:00 a.m.

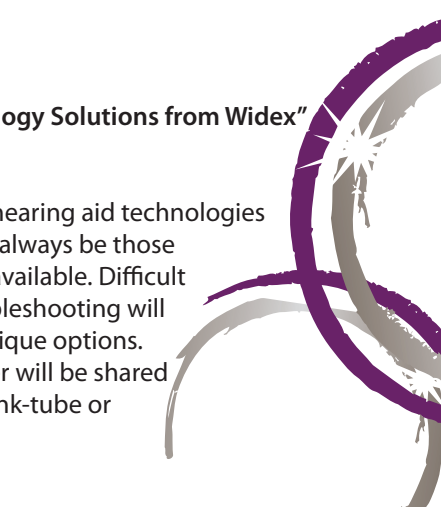
Breakfast

8:00 a.m. – 10:00 a.m.

### **F-1 “Turning Nightmares into Pleasant Dreams: Unique Technology Solutions from Widex” (Old Category)**

Gary Dorf

In today’s market there is an overwhelming amount of excellent hearing aid technologies that are available to the hearing professional; however, there will always be those challenging patient fittings where we wish an easy solution was available. Difficult case studies with alternative fitting solutions and advanced troubleshooting will be discussed, in addition to a general overview of some of the unique options. Applications for using the Zen, ClearBand, and Audibility Extender will be shared as well as a review of the differences between using an RIC fit, think-tube or traditional tubing.



## Friday, May 14, 2010 (Cont.)

- 10:00 a.m. – 10:15 a.m. Break
- 10:15 a.m. – 12:15 p.m. **F-2 “Exhibits Round Table” (Old Category)**  
CEU event in the exhibit hall
- 12:30 p.m. – 2:30 p.m. Business Meeting Luncheon and Installation of Officers
- 2:30 p.m. – 2:45 p.m. Break
- 2:45 p.m. – 4:45 p.m. **F-3 “Fitting Softwares Talk, Real Ear Measures Walk” (Old Category)**  
Ted Venema  
Far too many of us blindly hit the “Quick Fit” button and hope that it will successfully accomplish a good fitting for any particular client, especially because today’s digital hearing aids have become remarkably complicated. After the “quick fit”, however, we should still always do real ear measures to verify that the client actually gets what they need from those settings. This session will discuss the principles behind real ear probe tube measures. In addition, we will explore case studies showing the differences between manufacturer software predictions and subsequent real ear fitting measures. Results will be shown from various hearing loss configurations and manufacturers.
- 5:00 p.m. – 6:30 p.m. Reception in Exhibit Hall

## Saturday, May 15, 2010

- 7:00 a.m. – 3:00 p.m. Registration Desk Open
- 7:00 a.m. – 2:00 p.m. Silent Auction Open (all bids final by 2:00 p.m.)
- 7:00 a.m. – 8:00 a.m. Breakfast
- 8:00 a.m. – 10:00 a.m. **S-1 “Common Clinical Encounters” (Old Category)**  
Ted Venema  
The purpose of this talk is to highlight and summarize common knowledge about hearing that is too often taken for granted. Sometimes, we miss the amazing ways that the ear really works. We will work our way from the outer ear, through the middle ear, travel up along the inner ear or cochlea, progress along the VIII nerve to the brainstem, and finish with the perception of sound at the cortex of the brain. We will cover many areas with the help of a variety of visual images.
- 10:00 a.m. – 10:15 a.m. Break
- 10:15 a.m. – 12:15 p.m. **S-2 “Passports in Exhibit Hall” (Old Category)**  
To earn CEUs for this session, attendees will be given a “passport” filled with questions from the exhibitors who will provide you with answers as you travel around the exhibit hall. Passports must be completed to earn CEU credit
- 12:15 a.m. – 12:45 p.m. Lunch
- 12:15 p.m. Departure for golfers (1:15 tee time)
- 12:45 p.m. – 1:45 p.m. **S-3 “Effective Marketing Techniques” (New Category)**  
Piper Bearden, AHAA  
This program is designed to help hearing aid dispensers increase their referral base with clients and physicians; develop a retention program that is measurable; and develop a marketing plan that is cost efficient as well as effective.
- 1:45 p.m. – 2:00 p.m. Break

## Saturday, May 15, 2010 (Cont.)

2:00 p.m. – 3:50 p.m.

### S-4 “The Psychology of Changing Attitudes, Beliefs and Expectations” (Old Category)

Russell Jones

This program will discuss the psychology behind hearing loss and how that impacts the patient’s ability to acknowledge the hearing loss and do something about it. The program is a summary of academic and practical approaches to changing attitudes, beliefs and expectations. Common barriers to dealing with hearing loss will be discussed, including some practical approaches to helping the patient understand the hearing loss and its impact on their life. The new concept of behavioral psychology called “choice architecture” will be defined and discussed.

4:00 p.m. – 6:00 p.m.

### S-5 “The Evolution of HADB: The Impact of Combining HADB with SLPAB” (New Category)

Panel Discussion featuring: Cynthia Peffers, Yvonne Crawford, Annemarie Del Mugnaio and Tricia Hunter

The purpose of this program is to discuss the political process that resulted in the combining of the boards of Speech Language and Pathology, Audiologists, and Hearing Aid Dispensers. The program will discuss the major changes that occurred in the legislation; the structural changes to the new board; the staffing of the new board; the impact the changes will have on regulations for the future and the impact on the individual licensee.

6:30 p.m. – 9:00 p.m.

Dinner

*Tickets will be collected at all meal functions.*

*Program is subject to change. Please visit [www.hhpca.org/convention](http://www.hhpca.org/convention) for updates.*

## ★ CEU Information

### Course Sessions

IHIS has approved all twenty-one (21) hours for IHIS credit. Courses have been submitted for approval to the Hearing Aid Dispensers Bureau (HADB) for California hearing aid dispenser’s hours. In addition, courses meet the qualifications for 21 hours of continuing professional development credit for Audiologists as required by the California Speech-Language Pathologists and Audiology Board.

### Course Catalog

IHIS has approved all courses for continuing education credit. Course approvals for HADB are pending at the time of this printing; however, we do not anticipate any courses not being approved. Course will commence promptly at specified times. Attendance in all classes will be strictly monitored.

If you are taking courses for California License Renewal credit, you will need a minimum of nine (9) hours. Three (3) hours may be achieved in the ‘new’ category and six (6) hours must be in the ‘old’ category. If you are a HHP/CA member you need a minimum of twelve (12) hours.



*Questions about the convention?*

*Diane Williams, CMP*

*Christine Hartman*

*Phone: 866-793-5727, Extension 1*

*Fax: 866-793-5727*

*E-mail: [convention@hhpca.org](mailto:convention@hhpca.org)*

*[www.hhpca.org/convention](http://www.hhpca.org/convention)*