



1121 L Street, Suite 409
Sacramento, CA 95814

Return Service Requested

HHP MEMBERSHIP = PROFESSIONAL ASSURANCE

- LEGISLATION - HHP is the only professional organization representing the needs of the Hearing Healthcare Specialist in the Sacramento Legislature.
- EDUCATION – We offer more than 28 hours of CEU courses: 18 hours at the annual convention, one 9 hr. all day training and occasional 1 hr. courses.
- Managed Care Contracts - The only independent organization in California that specifically includes Hearing Healthcare 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 to join Today



Name this newsletter

If you have an idea of a professional and catchy name for our association newsletter, please don't hesitate, send your idea today to hearwell@sonic.net.

In this Issue:

- Membership Board Report
- District Meeting Information

- Medi-cal Update
- Regulation Corner
- 2006 Convention

- President's Message
- Physician Referral

- HHP Membership = Professional Assurance

Hear and Now News

Your source for hearing news

Summer 2006

AHAA and HHP - The Partnership

In 2005, American Hearing Aid Associates (AHAA) joined with HHP to create a partnership. AHAA works with approximately 2,200 independent practices throughout the country. Their goal is to help practices become more efficient thus helping them to sell more hearing aids.

AHAA offers more than 30 manufacturers and supplier choices at discounted pricing, allowing each member to order from their personal choice of sources. They also have many programs which can help practices increase their business. Some of these programs are: Physician and Patient Referral, Patient Recall, Marketing, Advertising and Business Support, Website Creation and Management, HR Recruiting, Equipment Leasing and Coops, Continuing Education Courses and Consolidated Billing and Universal Credit.

AHAA wants to help grow HHP memberships with a special promotion for HHP members. It includes:

- AHAA will contribute 2% of the quarterly net sales from all HHP members to HHP for educational, training and legislative issues!
- AHAA will increase discounts on Oticon products to 19% for all HHP members!
- AHAA will increase discounts on Phonak products to 22% for all HHP members!
- AHAA will waive first year membership fees for those members who enroll.



Practice Management
for the Successful Professional

AHAA wants to thank HHP for your support and for the opportunity to "give back" to your valuable organization.

For further information on how AHAA can help your practice please call Phil Waldstreicher at (888) 265-0001.

District Meeting Information

1 CEU will be offered. Topic: Physician Referral Program, presenter: by AHAA
New members will receive a free dinner if they join HHP at the meeting.

District 1 Sacramento area

Friday, August 25, 2006 is the date of the meeting. It will be held from 6:30 PM to 10:00 PM at the Hilton Arden West in Sacramento. Address is 2200 Harvard Street zip 95815. Phone is (916) 922-4700 should anyone need directions.
Reservation number (530) 671-2472

District 2-3 San Francisco area

Date: Aug 10th, 6:30
Location Marie Callender's
2090 Diamond Blvd.
Concord Ca 94520 (925) 827-4930
Reservations : Josh (510) 526-3824
Menu is Top Sirloin Steak, Fresh Lemon-Pepper Salmon or Artichoke Mushroom Chicken.
Cost \$30.00

District 6 Los Angeles area

Date: August 3rd, 6:30
Sportsman's Lodge
Studio City, L.A., Ca 91604
(800) 821-8511

For Reservations (818) 712-0001

District 7 Desert area

Date: August 17th
The Embassy Suites
3100 Frontera • Anaheim
(91)Freeway @ Kramer/Glassel Exit)
No Host Cocktails 6:30 p.m.
Dinner at 7:00 p.m. Cost: \$40.00
Contact: Pat Vanderpool HHP District # 7 President
Siemens Hearing Instruments
1- 800 -998- 9787
Email: cocacolapv@aol.com

MEDI-CAL UPDATE

After months of meetings and negotiations between Medi-Cal personnel and HHP representatives, we are glad to inform you that we have established a working relationship with Medi-Cal. As a result of these meetings, Medi-cal removed the requirement for providers to submit physician's notes with TAR's and dropped the requirement of 30 day trials in Skilled Nursing Facilities.

Currently, Medi-Cal and HHP representatives are working on new and more simplistic forms for the "Audiologic Report" and "Physician's Report."

REGULATION CORNER ~ Amnon Shalev

To our HHP members who are also licensed audiologists.

Medicare pays audiologists for hearing evaluations only if referred by a physician. The physician's referral should include the specific reason for the referral, (Medicare does not pay for hearing evaluations that are performed only to determine the need or type of a hearing aid). If you are audited by Medicare and the referral is not documented in the file, or does not specify the reason for the evaluation you may be at risk for paying back payments received by you, in addition to penalties and other administrative sanctions.

The 2006 Hearing Health Care Providers Convention was "Sun" Sational!

Over 180 hearing aid dispensers, audiologists and representatives of manufacturers and other industry related services attended our "Sun"-sational Sounds in the Desert Convention.

The event started off with a Political Action Committee reception on Wednesday night. Thursday morning, the hot topics discussed at our open forum "Town Hall Meeting" were Medi-cal, Internet sales and the state licensing exam.

Excellent continuing education classes followed for the next 3 days. Some of our featured speakers were David Fabry, Ph.D. from Phonak who lectured on Digital Bionics, Ted Venema PHD gave a lecture on "Common Clinical Encounters: Do we really know them?" and finally Jay Mc Spadden Ph.D. discussed "Tinnitus: Identification and Management in the Hearing Aid Office." On Friday attendees were able to take 9 units in one day for those with limited time.

Thursday night was a spectacular Mexican theme, "Casino night in the Desert"! A fun filled evening of music, games and fellowship was sponsored by the Starkey companies.

The annual HHP business meeting was held at the luncheon on Saturday. Past President, Deane Manning passed the gavel to incoming President, Cindy Taylor-Peffers. Southern Regional Director Don Tucker was elected Vice President; incumbent Stuart Spencer remained Secretary/Treasurer. Two new, 2 year, appointed board positions were created, Membership and Managed Care. Ron Jenkins and Amnon Shalev, respectively, were appointed by the Board. Saturday night, the convention concluded with a dinner on the terrace. Music, dancing and reflection was enjoyed by all. We look forward to seeing more of you at our next convention, May 16th-20th 2007 in Monterey CA!

President's Message...

I would like to take this opportunity to thank those of you who attended the 2006 Annual Convention in Indian Wells. GREAT CLASSES and GREAT FUN!

It is my pleasure to introduce your 2006-2008 executive committee and Board members.

PRESIDENT: Cynthia Taylor-Peffers
VICE PRESIDENT: Don Tucker
SECRETARY/TREASURER: Stuart Spencer
PAST PRESIDENT/LEGISLATIVE CHAIR: Deanne Manning
NORTHERN DIRECTOR: Yolanda Kananen
CENTRAL DIRECTOR: Sandra Sousa
SOUTHERN DIRECTOR: vacant
MANAGED CARE: Amnon Shalev
MEMBERSHIP: Ron Jenkins

My main goal as president is to build on the foundation of my predecessors. I have actively served on the HHP/CA Board for the past 6 years and as President, I will continue to support hearing healthcare professionals with the same effort and enthusiasm. I will work very hard on ongoing projects: resolving MediCal provider issues, increasing membership, increasing managed care contracts, and promoting mutual respect among Hearing Healthcare Providers.

Your Board of Directors is a group of dedicated professionals who volunteer their time and energy to accomplish the goals of this association supporting the good work you do everyday. It is a pleasure to work with such a great team and I look forward to the term ahead.

Cynthia Taylor-Peffers

Cynthia Taylor-Peffers, BC-HIS
HHP/CA President

Membership Board Report - Ron Jenkins

I want to thank the board for the opportunity to further the membership needs of our association. I also wish to thank and recognize the previous work done by Yolanda Kananen and David Vasquez. The main work of the membership committee is to encourage other professionals in our field to join and then implement a retention plan to track and serve all members. In order to educate our field of the association's benefits, a consistent quarterly newsletter will be published that educates all hearing healthcare workers of California about issues affecting them by improving education standards, providing business and purchasing powers and affecting state and federal legislation. In this way, the reasons for joining become clear. We hope that the content and information provided in the newsletter will assist all of California's hearing professionals and become an information conduit for meeting information, CEU availability, state actions and committee reports. The retention plan involves the Area Director, the District President and an ambassador from each district to monitor and stay in contact with that district's members. As this plan becomes implemented we encourage the input of the membership by e-mailing this committee at hearwell@sonic.net

*Thank
you*

*If you have comments or ideas to contribute towards the creation of our new publication
– please e-mail Ron Jenkins at hearwell@sonic.net.*