

# Hear & Now News

*"Supporting Hearing Instrument Providers and The Hearing Impaired Since 1950"*

VOL. 1, ISSUE 3

## HHP and AHAA Renew Partnership

As the hearing healthcare industry continues to change, the lobbying efforts put forth by HHP are more important than ever to hearing professionals. American Hearing Aid Associates (AHAA) recognizes the importance of this, and will continue to support HHP in various ways. A portion of all hearing aid revenue purchased through AHAA goes back to HHP to help support its causes and legislative efforts.

The mission of AHAA is to raise the quality of hearing healthcare in America. This is done by providing a selection of powerful tools that increase sales and nurture growth – both at levels exceeding industry averages. Visit [success.ahaanavigator.com](http://success.ahaanavigator.com) to find out more about AHAA's business solutions and hear firsthand from some of our Associates.

The unwavering commitment to Associates' success has no equal. AHAA encourages participative member interaction to foster the development of profitable solutions to business challenges. Membership uniquely separates quality Hearing Healthcare providers from all others in the country.

Also available to AHAA Associates, business development and planning services; consolidated

billing and universal credit; dedicated consulting, marketing and online support; staffing, HR, and training support. AHAA has relationships with over 30 vendors and offers discounted pricing and a dedicated concierge ordering system for members.

HHP members who join AHAA will have exclusive access to business management services and a turnkey marketing program. In addition, AHAA has agreed to waive its membership fee and cordially invite all HHP members to attend the upcoming local district meetings to learn more about this relationship and the benefit it can have to you, your team, HHP and your industry.

*HHP & AHAA Con't on Page 3...*

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# Presidents Message

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dinner cruise on Thursday night, and I would like to personally thank Starkey for years of supporting HHP's convention!

Stuart Spencer was this year's President's Award recipient. After a decade of serving on HHP's Board of Directors, Stuart went on to spend more time with his family, continue to dispense in his busy Laguna Woods office and to build on his recent venture hearingaidnewsletter.com. Stuart made a significant contribution to HHP as Secretary/Treasurer and Chair of the Silent Auction committee, well actually Stuart was Chair and the committee! Stuart has a passion for our industry and HHP and it was an honor to recognize Stuart with this Award.

Deane Manning received the Life Member Award. Deane is Past President of HHP then went on to serve as HHP's Director of Managed Care. During Deane's tenure on the Board he was appointed by Governor Arnold Schwarzenegger to serve on

A special thanks to all who attended our Annual convention at Loews Coronado Bay Hotel. I would also like to thank our many exhibitors and all who donated to our silent auction.

Starkey, our title sponsor, hosted a

HADB's advisory committee, and when the Boards merged, Deane was once again appointed by the Governor as a Board member on the Speech-Language Pathology, Audiology and Hearing Aid Dispensers Board. While Deane was President of HHP his leadership, vision, passion and integrity is why Deane is our newest Life Member Award recipient!

We have two new board members that I would like to introduce and welcome:

- Toby Hill of Contra Costa Hearing Aid Center is HHP's new Director of Managed Care. Toby has a deep understanding of hearing aid benefit plans in California and are the perfect fit as our new Director of Managed Care.
- Cliff Johnson of Miracle Ear in the La Jolla Village area in San Diego has been appointed Director-Southern region. Cliff has been involved at the district level in San Diego and has a real passion for building HHP in his new territory. I am grateful to have Cliff as a new member of HHP's Board of Directors.

I am fortunate to work with an outstanding Board of Directors. We continue to move forward our vision of serving the hearing aid dispensing community in California through legislation while offering business development programs to our members such as Managed Care hearing aid benefit contracts with insurers. Our educational programs for Dispensers are top notch with the best presenters from around the country. HHP has an excellent staff in Sacramento who are attentive and responsive to the needs of our members. We continue to grow as an Association and I appreciate the loyalty and enthusiasm of our Members.

Thank you for your continued support of HHP.

Don Tucker, [President](#)



# Executive Directors Report

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There are some exciting developments in store for HHP in the coming year. Since our last newsletter HHP has launched new Facebook and Twitter pages to begin dialogue among the dispensing community and build public awareness. By

the time you receive this we will have launched our new website that provides, along with an updated appearance, an ease of navigation.

More exciting changes are on the way. The Board of Directors met in August to discuss plans for the future of the hearing aid profession and the association. The Board approved to move forward with exploring the possibility of providing on-line education. Also, the BOD approved a new software program that will improve the management of the association's membership records. This new software program will benefit members by providing you with the ability to provide updates to your membership profile, pay dues online and have an improved meeting registration experience.

The HHP Managed Care program continues to expand and improve. Earlier this year the BOD approved working with Super Health Care to procure new contracts. HHP has learned a lot through Supero's work including how to navigate California's complex managed care system and what IPA's are at risk for hearing aids. Additionally we have accomplished an improved relationship with Anthem Blue Cross, renewed an agreement with Easy Choice and will be providing the program members an opportunity to opt-in to a contract with Hear PO and UnitedHealthcare (Epic).

All of the progress on the Managed Care Program is a direct result of goals set by the program members. If you are not already participating in the HHP Managed Care Program, you can access the application on the HHP website, [www.hhpc.org](http://www.hhpc.org).

The 2012 Annual Convention, May 2-4 at the Loews was an exciting event that reached record attendance. We heard from first-time attendees who were blown away at the value they received.

The HHP 2011-12 membership drive incentive concluded during the Annual Convention with the awarding of a new iPad 2 to Pat Vanderpool of Siemens Solutions, in Lakewood and Randall Sager of Sears Hearing Aid Center in Concord.

A new Membership Drive for 2012-13 kicked off at the Annual Convention. If you haven't heard of how the program works it's a great REWARDS program for existing members who ENROLL new members. Working on a point system, existing members with the most new enrollments have the opportunity to win a new iPad – this is a win/win for everyone!

In a previous edition of the newsletter I highlighted our partnership with the American Hearing Aid Associates (AAHA). I can't say enough about the valuable services this organization provides to its members and about the amount of support it shows to the association. In August, the HHP BOD deepened our understanding of how much AAHA has to offer. If you are not already participating in the AAHA program, we strongly encourage you to contract Barry Drogy to learn more, your business will benefit from it.

We are excited to announce that the Board has selected the location for the 2014 Annual Convention to be Paradise Point, San Diego, recently featured in Meeting Planners International Magazine as one of THE BEST hotel spaces in the US!! Mark your calendar for April 30 - May 2, 2013.

We look forward to seeing you at the 2013 Annual Convention taking place on May 1-4, 2013 at the Hyatt San Francisco Airport, Burlingame, CA.

Gloria Peterson, [Executive Director](#)

# HHP and AHAA Renew Partnership Con't...

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We have heard from many of your colleagues that over the last year or so, selling hearing aids has gotten a lot harder. Marketing ROI is plummeting. Competition is more fierce than ever. Patients are increasingly price sensitive. In short, practice

“I have consistently attended the AHAA Convention and noticed that all the award winning practices had a common thread – they actively executed and adopted the processes and methodologies that AHAA offers. Now my business has grown by 28% over last year.”

Cindy Peffers, Creekside Hearing Aid Services

owners have to run faster and jump higher just to stay even with last year's results. And it's not likely to get any easier.

So that you can begin to realize the benefits of AHAA we have set aside October 18th from 10-5 at the Crowne Plaza at the San Francisco Airport for you to hear from our CEO and Founder, Vince Russomagno. He'll speak candidly about the industry and how critical AHAA Owners Meetings are as a component of growth pattern for ALL of our most successful Associates. We can prove it. We have the data and statements from others who were, like you, somewhat skeptical. Just attend – you could meet some of them (like Cindy Peffers) for yourself.



Contact Barry Drogy in Northern California at 408-826-4869 or Diana Dobo in Southern California at 480-747-2757 for more information and to RSVP for our industry leading Owners Meeting.

## Chairman of “Big Six” hearing research consortium discusses its goals

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By David H. Kirkwood, Editor, Hearing Watch News

**LAKE TAHOE, CA**—In an unprecedented development in the hearing industry, the world's six largest manufacturers of hearing aids have joined together to establish the Hearing Industry Research Consortium (IRC). GN ReSound, Oticon, Phonak, Siemens Hearing Solutions, Starkey Hearing Technologies, and Widex formed the consortium to develop and direct a non-competitive, mutually agreed upon research agenda for the benefit of the hearing aid industry, its customers, and the consumers who use its products.

Among the strategies the IRC will employ in reaching its goals is identifying research topics, initiating requests for proposals (RFPs) in topic areas, and funding appropriate proposals. It will also support

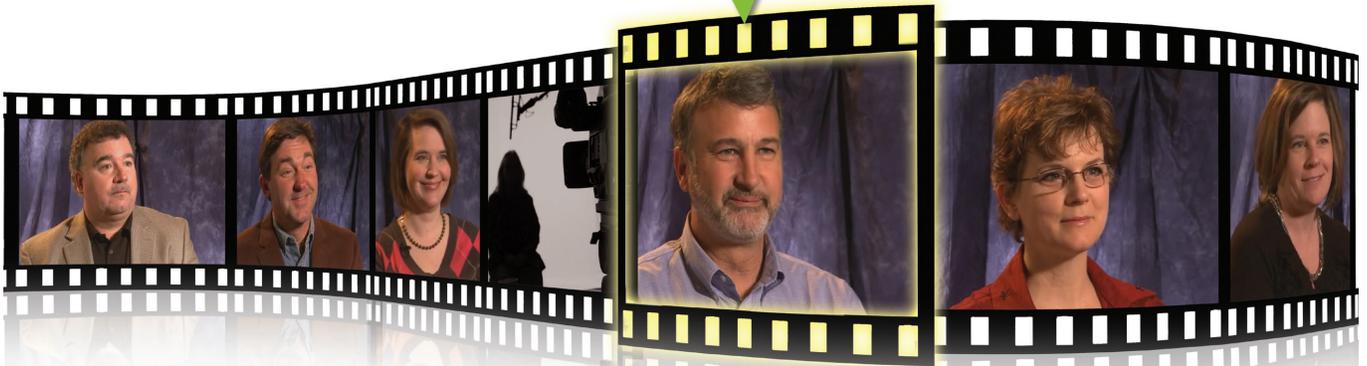
educational initiatives, such as research conferences, and create research consortium position papers and conference presentations.

The IRC's first action, announced last month at the International Hearing Aid Research Conference (IHCON) in Lake Tahoe, was to issue an RFP from research labs around the world to investigate the interaction of cognition and hearing aids. The consortium will award a \$300,000 grant to the winning proposal, which will be announced by the end of 2012.

Applications are available on the IRC web site, and the deadline for submitting proposals is November 1.

"AHAA provides insight that you wouldn't normally think about on your own."

Ken Wood, Up-State Hearing Instruments, Redding, CA



## When will **YOU** reach your Tipping Point of success?

**Tipping Point** (tip-ping point) noun  
1. a time when important things start happening in a situation.  
2. when a significant change takes place.

Our Associates often share with us the moments when they became fully committed to AHAA's proven business model ALL THE RIGHT THINGS, and began to believe in and realize great success, aka, their tipping points. We want to share their stories with you through this interactive series.

<http://success.AHAAnavigator.com> ▶

### WATCH OUR INTERACTIVE SERIES:

- Episode 1: All The Right Things
- Episode 2: Block Scheduling
- Episode 3: 3rd Party Attendance
- Episode 4: Out of Warranty
- Episode 5: Patient Referral
- Episode 6: Employee Development
- Episode 7: AHAA Convention (coming soon)



**TIPPING-POINT**



# Legislative Report

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*Honorable Tricia Hunter, Lobbyist*

At the last minute we ended up with opposition to our Song Beverly proposal because of staff amendments to the bill. Hearing Healthcare Providers of California is committed to establish clearer guidelines for clients and members on this issue. We will be holding meetings over the recess to prepare a bill for the 2013 session.

The Speech Language Pathology Audiology and Hearing Aid Dispensing Board is meeting on a regular basis to review our regulations and update the information so the rules are clear to enforcement and to licensee's. Under the Bureau, there was not a single licensee disciplined. This is very unusual for any licensing board and actually puts the board into question. HHP/CA attends every Board meeting. At a minimum, as your lobbyist, I am in attendance and usually Cindy Taylor Peffers and/or Randy Sager are at the hearings. We provide

testimony on all the proposed regulations and about concerns raised by members.

Regulation proposals that will be coming forward will respond to the Department of Consumer Affairs push for stronger discipline criteria for substance abuse. HHP/CA has concerns about issues such as getting arrested and having to report the arrest, even if you are not charged; being accused of being an abuser for one DUI; and similar extreme measures. The Board has been receptive to our concerns and is working to make the requirements as reasonable as possible with their limitations within the department.

The Board is reviewing the advertising regulations and will have a proposal, from staff, at the October meeting. The discussion about the existing regulations was a good one and we are expecting revisions that will be more

reasonable for all concerned, consumer and dispenser.

New Regulations requiring 12 Units of Continuing Education will take affect next year. HHP/CA is providing testimony at the hearings; planning for our 2013 convention with the requirements in mind; and developing a communication plan to make sure our members know the requirements and are prepared.

We are in the middle of elections. At least half of the Assembly and Senate will change this year. It is important that every dispenser take the time to meet their legislator over the recess. Remember all politics are local. Relationships are built on trust. When a dispenser meets a legislator, before they need to ask for support or opposition, the door has already been opened.





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 www.hhpca.org

**Membership Application**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please mark all that apply:

**Hearing Instrument Dispenser**       **Dispensing Audiologist**       **Other** \_\_\_\_\_

Company Name: \_\_\_\_\_ Years at Present location: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City: \_\_\_\_\_ ST \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

California License: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Number of years in hearing aid field \_\_\_\_\_

**I hereby make an application for membership in the Hearing HealthCare Providers/California.  
 I agree to abide by the Bylaws and the Code of Ethics of the association and to pay membership dues as annually required.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please make checks payable to HHP California and return with this application or provide your credit card payment information below.**

We accept the following credit cards (please circle only one):      **MasterCard**      **Visa**      **AMEX**

Name on Card \_\_\_\_\_ CC No. \_\_\_\_\_

CVC \_\_\_\_\_ CC Billing Zip code \_\_\_\_\_

Signature \_\_\_\_\_ Exp. MM/YY \_\_\_\_\_/\_\_\_\_\_

**Please check your appropriate member type  
 Schedule of Annual Dues:**

- Regular Member**      **\$295.00**
- Additional Member Location**      **\$100.00**
- Employee Member**      **\$195.00**
- Product Manufacturer/ Service Provider**      **\$350.00**
- Retired / Student / Support Staff**      **\$125.00**

Please name your referring HHP member  
 so we can present them with their recognition  
 and reward them for helping Grow HHP Membership!

\_\_\_\_\_  
 Referring Member

Contributions or gifts to the Hearing HealthCare Providers California are not deductible as charitable contributions for federal income tax purposes. Dues payments are deductible by members as an ordinary and necessary business expense.

**Regular Member** – Any Hearing Instrument Dispenser who is in good standing can be a member and will have full rights and privileges of membership including voting and holding office  
**Additional Member Location** – For Members with satellite/branch offices and want Directory listing(s)  
**Employee Member** – Any licensed HID, who is the second, third or more member(s) of an office with a full category member, has full membership privileges, including voting and holding office  
**Retired Member** – Any former Regular Member who is no longer a dispenser of hearing aids but still has an active license may do so at this rate and will have full rights and privileges of regular membership; if license is not active can still join at this rate and can vote but not hold office  
**Product Manufacturer/Service Provider** – Any company with an interest in the production, training and sales of products pertaining to the enhancement of hearing  
**Support Staff/Temporary Licensee Member** – Any person who has been issued a temporary license and/or any non-licensed staff of a regular member may not vote or hold office

# Save the Date

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> **October 4-5**  
SLPA HADB Board Meeting  
TBD

> **December**  
5- HHP Board Meeting  
6- District I Meeting  
Sacramento, CA

> **February 2013**  
20-23 AHA Convention  
Las Vegas, NV

> **March 2013**  
27- Lobby Day  
28- HHP Board Meeting  
Sacramento, CA

> **May 2013**  
2- President's PAC Reception  
3&4- Annual Convention  
Burlingame, CA