

**STRIKING
GOLD**

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HHP



California



2017 ANNUAL CONFERENCE



**Embassy Suites Sacramento
Riverfront Promenade**

APRIL 27-29 2017



CONFERENCE 2017 GENERAL INFORMATION

Meeting Location

Embassy Suites Sacramento Riverfront
100 Capitol Mall
Sacramento, CA 95814

Continuing Education

Checklist for CE Credit:

1. Sign in next to your printed name on the sign-in sheet when you enter the room. If you do not find your name, please print your name and sign in the open boxes near the end.
2. Once the session begins, you must give the monitor your badge if you leave the room. If you are gone longer than ten (10) minutes you will not receive continuing education credit for the session.
3. If you leave the room during a break and are not seated within five (5) minutes of the start of the session, you will not receive continuing education credits.
4. At the end of the session it is very important to have your card punched by the room monitor.
5. For the exhibitor passport sessions, you will only receive credit if you turn in your completed booklet to the room monitor.
6. Submit completed Attendance Card and Evaluation to registration desk once you have completed the event.

2018 Conference

Hearing Healthcare Providers will host our 2018 Conference at the Hyatt Regency Indian Wells from May 3-5, 2018. More information will be distributed later in the year.

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Welcome Reception

The Welcome Reception will be held in the Exhibit area at the hotel on Friday evening from 5-7 PM. Thank you to **PHONAK** for sponsoring this reception.

life is on

Hearing Healthcare Providers/CA

1 Capitol Mall Suite 800
Sacramento, Ca 95814

Phone: (916) 447-1975 | Fax: (916) 444-7462 | Email: convention@hhpca.org | www.hhpca.org



CONVENTION SCHEDULE 2017

Thursday, April 27, 2017

- 3:00 PM – 6:00 PM Registration
- 7:00 PM – 10:00 PM President's PAC Reception to honor our generous supporters of our legislative efforts.

Friday, April 28, 2017

- 7:30 AM – 8:30 AM Breakfast & Registration
- 8:15 AM – 8:30 AM **Opening Announcements**
Toby Hill, BC-HIS, ACA, HHP/CA President
Conference overview, industry updates and a special welcome.
- 8:30 AM – 9:20 AM **CROS and BiCROS and Beyond**
Sonia Grewal, AuD, Professional Education Manager, Widex
Review of Widex CROS/BiCROS solutions and wireless technologies
Session Objectives:
- CROS/BiCROS product selection
 - Benefits of WidexLink wireless technology
 - Introduction to Widex Beyond Tri-Link technology

9:20 AM – 9:30 AM Refreshment Break

9:30 AM – 11:10 AM **The art of Custom Hearing Instrument Manufacturing**

Chue Yang, Director of Operations, Unitron

Custom Hearing Instruments have come a long way over the last 25 years. Gone are the days of manual grinding, cutting, and guessing. With today's technological advances, manufacturing a hearing aid has become a virtual art. Through this session, I will discuss the evolution of manufacturing along with tips, tricks, and modification techniques for Custom ITE and Earmold products.

All attendees will be provided a copy of the Unitron Reference guide which is an educational pamphlet that contains the best tips and tricks from my 23 years in the industry.

In reviewing this, we will discuss in detail:

- Evolution of Custom manufacturing over the last 25 years
- Digital Manufacturing
- Scanning
- Printing
- Silicone
- Acrylic
- Manufacturing Challenges (Tips, tricks, and modification)
- Earmolds
- Impressions
- Custom ITE's
- Unitron Reference Guide

11:10 AM – 11:20 AM Refreshment Break

11:20 AM – 12:10 PM **Regulation and the Impact on the License**

Bryce Docherty and Vanessa Cajina, KP Public Affairs, HHP Legislative Advocates

The presentation will include a discussion of Speech Language Pathology & Audiology & Hearing Aid Dispensers Board regulations; Medi-Cal; the Health Care Exchange (healthcare reform); current legislation; and future issues for the dispenser and hearing aid user.

12:10 PM – 1:55 PM **Business Meeting Luncheon**

Toby Hill, BC-HIS, HHP President



CONVENTION SCHEDULE 2017 cont.

2:00 PM – 3:40 PM

The Art and Science of Handling Difficult Patients

Dominic Spadaro, Associate Manager, Pac NW, American Hearing Aid Associates

The patient walking in your door today has access to a lot of information which often leads them to think they are highly informed and prepared to take control of their hearing health. However, at times they find out that they are only partially informed and are left feeling vulnerable and suspicious. This can lead to a patient being difficult to get through to and in turn can lead to them not accepting the hearing help from you that they desperately need. In the last several years an elite group of social scientists have published paradigm shifting research on how humans process information and make decisions. Through the use of functional MRI scans Neuroscientists have backed up these social scientists assertions with hard evidence that shows the areas of the brain that are activated while these activities are taking place in real time. In this course, we'll review the latest research and learn of several proven strategies developed from applying the findings to our challenge of dealing with a difficult patient. Attendees will learn how to greater utilize the arts of listening, questioning, and storytelling as key tools in helping a patient draw the conclusions for themselves rather than simply telling an already suspicious patient what they need to do and why. Humans value what they conclude on their own 10 times more than what they are told by someone else. You will leave this session with several valuable tools that you can successfully employ in helping you deal with a difficult patient.



3:40 PM – 3:50 PM

Break - Thank you to  AHA for sponsoring this break

3:50 PM – 5:00 PM

Federal Updates for the Hearing Aid Professional

Alissa Parady Director of Government Affairs, International Hearing Society

This presentation will focus on several key issues impacting the hearing aid dispensing profession, including recent activity at the federal level by the Administrative Branch, Congress, and workgroups related to accessibility and affordability of hearing aids, as well as direct-to-consumer hearing aid sales. Parady will also be reviewing other federal activity related to veterans' access to hearing healthcare, and the hearing aid tax credit legislation. Finally, she will discuss other IHS initiatives that relate to the pipeline of providers, professional development, and connectivity.

5:00 PM – 7:00 PM

Welcome Reception in Exhibit Hall

 Thank you for sponsoring the evening refreshments

Saturday, April 29, 2017

7:00 AM – 8:00 AM

Breakfast in Exhibit Hall

8:00 AM – 9:00 AM

Exhibitor Passport Session I (1 CE Hour)

To earn CEUs for this event, each attendee will be given a passport filled with questions from the exhibitors. The participant must visit every exhibitor listed in the pamphlet provided and record answers to each exhibitors' questions. Only completed pamphlets collected at the end of the session will earn CEUs. Passport Booklets passed out at registration desk.

9:00 AM – 10:00 AM

There's an App for that....

Rose Bongiovanni, AuD, Phonak, Lisa Olson, MS, CCC-A, Oticon and Dennis Van Vliet, AuD, Starkey

Today you can download applications that do just about anything you can imagine. Hearing aids are no exception. Many hearing aid manufactures have developed apps that access complimentary features that enhance the listening experience of the user. Some apps allow the hearing aid user to monitor battery level and volume level. Others can turn the user's cell phone into an assistive device to compliment the hearing aid. This discussion will focus on some of the current apps that are available and how to ensure patient success with them.

10:00 AM – 10:10 AM

Refreshment Break

CONVENTION SCHEDULE 2017 cont.

10:10 AM – 11:50 PM

Keynote Address Part 1: Delivering Comprehensive Care to an Aging Adult Population

Brian Taylor, AuD, Consultant, Fuel Medical and Hypersound

This is a two-part seminar outlining the need to provide comprehensive, patient centered care to a rapidly aging adult population. Both parts will focus on two divergent populations: 1.) Younger adults, often with milder hearing loss usually requiring earlier intervention, and 2.) Older adults, who often cope with other debilitating conditions that sometimes require alternative long term management approaches.

Learning Objectives:

- Identify the key drivers of consumer-driven health and patient centered care
- Recognize the core components of a functional communication assessment and how it differs from a traditional hearing aid evaluation
- Implementation of a comprehensive functional communication assessment for two divergent adult populations

11:50 PM – 1:00 PM

Lunch & Exhibitor Passport Session

To earn CEUs for this event, each attendee will be given a passport filled with questions from the exhibitors. The participant must visit every exhibitor listed in the pamphlet provided and record answers to each exhibitors' questions. Only completed pamphlets collected at the end of the session will earn CEUs. Passport Booklets passed out at registration desk.

1:15 PM – 3:10 PM

Multiply Positive Patient Reviews and Take Control of your Online Reputation

Kevin St. Clergy, MedPB

Collect and track patient reviews to improve your digital presence and reputation. Most practices lose potential patients every week because of the gap between their actual glowing reputation and their online reputation. Without the trust that a positive online reputation provides, potential patients never call. Savvy practices owners know the importance of their online reputation, the problem is that, up until now, getting patients to provide reviews has been like pulling teeth, well much harder.

How can you take control of your online reputation, make collecting reviews easy, and protect your practice from the occasional negative review?

In this talk you'll discover:

- How to create a patient review funnel, that makes it easy for patients to give you a review.
- How and when to ask for a review so you get one.
- Tools that make collecting reviews, almost easy.
- How to manage bad reviews.
- What to look for in review management software.
- How much more you could be making with a steady stream of positive reviews.

3:00 PM – 3:30 PM

Refreshment Break

3:30 PM – 5:10 PM

Keynote Part II: Post-Intervention Care: Long-term Management & Outcomes Measures

Brian Taylor, AuD, Consultant, Fuel Medical and Hypersound

Editor, Audiology Practices and Hearing News section at HHTM blog

This section will outline the various long-term management and treatment options for the aging adult population. Included in this section will be the evaluation & use of alternative technology as part of a comprehensive management approach. Non-device types of treatment options, including aural rehabilitation and auditory training will be discussed. Finally, various types of outcome measures that gauge the effectiveness of treatment and how they can be implemented clinically will be considered.

Learning Objectives

- Recognize the need to provide alternative interventions for two divergent adult populations
- Implementation of verification and validation for these two populations
- Review several outcome measures that could be employed in a busy clinic



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