



# TAKE THE LEAD IN 2024

INTERNATIONAL HEARING SOCIETY





# What's in store for 2024?



## **E-LEARNING PORTAL**

Free CE credits for IHS Members



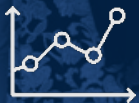
## **IHS CAPITAL CAMPAIGN**

Be a part of a legacy moment



## **RIBBON CUTTING APRIL 30, 2024**

New IHS Headquarters Office



## **PRACTICE MANAGEMENT FOCUS**

Improve Business & Compliance Resources



## **ADVANCED HEARING AID PROFESSIONAL PROGRAM (AHAP)**

Coming in September 2024



SEPTEMBER 12 - 14 | LOUISVILLE, KY



# What we did in 2023!



**NEW MANAGED CARE GUIDE**  
*Discounted for IHS Members*



**CONSUMER AWARENESS CAMPAIGN**  
*Stay Connected With Life*



**IHS 360 MEMBER APP**  
*Share best practices in online communities*



**FIRST CANADA VIRTUAL CONFERENCE**  
*Second CVC - June 6, 2024*







# WHO WE ARE

INTERNATIONAL HEARING SOCIETY





# IHS Mission / Vision / Values

## Mission & Vision

### MISSION

- To protect, represent, and promote the interests of hearing healthcare and hearing healthcare professionals.

### VISION

- Empowering hearing healthcare professionals to deliver high-quality, accessible hearing care.

## Core Values

- Service
- Learning
- Integrity
- Inclusion
- Collaboration
- Engagement



# We are a Hearing Health Community

**IHS recognizes the clinical expertise** a hearing aid professional provides to their clients by:

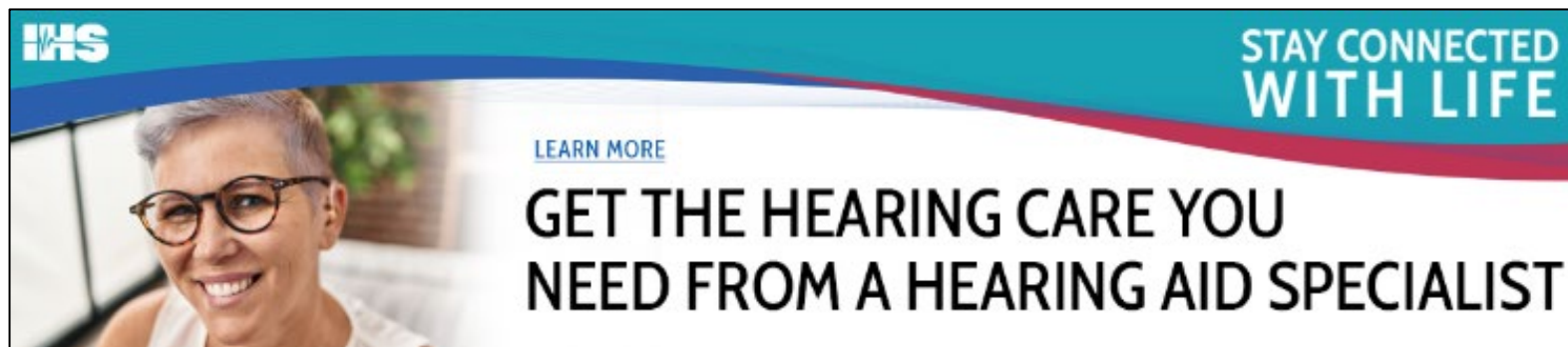
- promoting the value hearing aid professionals contribute to overall health and wellbeing of clients,
- originating and maintaining professional development and credentialing resources,
- and advocating at the international, federal, and state levels on potential changes to the hearing aid delivery system.





# We are a Hearing Health Community

**IHS promotes employee retention and business growth** with partner programs, marketing resources, and consumer awareness coordinated with industry partners and peer organizations.





# We are a Hearing Health Community

**REGISTRATION IS OPEN for the 2024 IHS Conference & Expo in Louisville, Kentucky – September 12-14.**

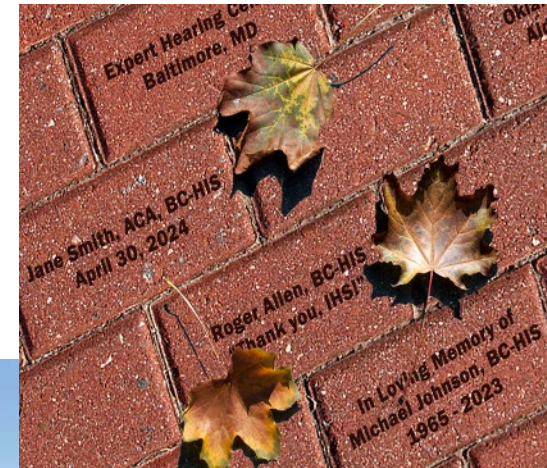
- The correct pronunciation is (LOO-ə-vəl), the S is silent. 😊
- **Early Bird Registration thru July 14.**
- **The Omni Hotel** is in the center of the city with access to all downtown Louisville has to offer.
- **The overall conference rating from attendees in 2023 was 4.79/5.0, from 440+ attendees**



# Support the IHS Capital Campaign

IHS is growing its services and capabilities including a new building and enhanced technologies to meet the needs of every member.

- A Capital Campaign was launched in 2023 offering members an opportunity to donate and be a part of IHS history.
- This campaign has raised almost **\$750,000** to cover the renovation expenses and minimize any draw on IHS' operating funds/reserves.
- **This is your one-time opportunity to buy a \$500 engraved brick to be laid in the entry courtyard**





# Support the IHS Capital Campaign

**IHS invites you to be a part of this legacy moment.**  
As we renovate our new permanent headquarters by and for members, you have an opportunity to donate with name recognition!

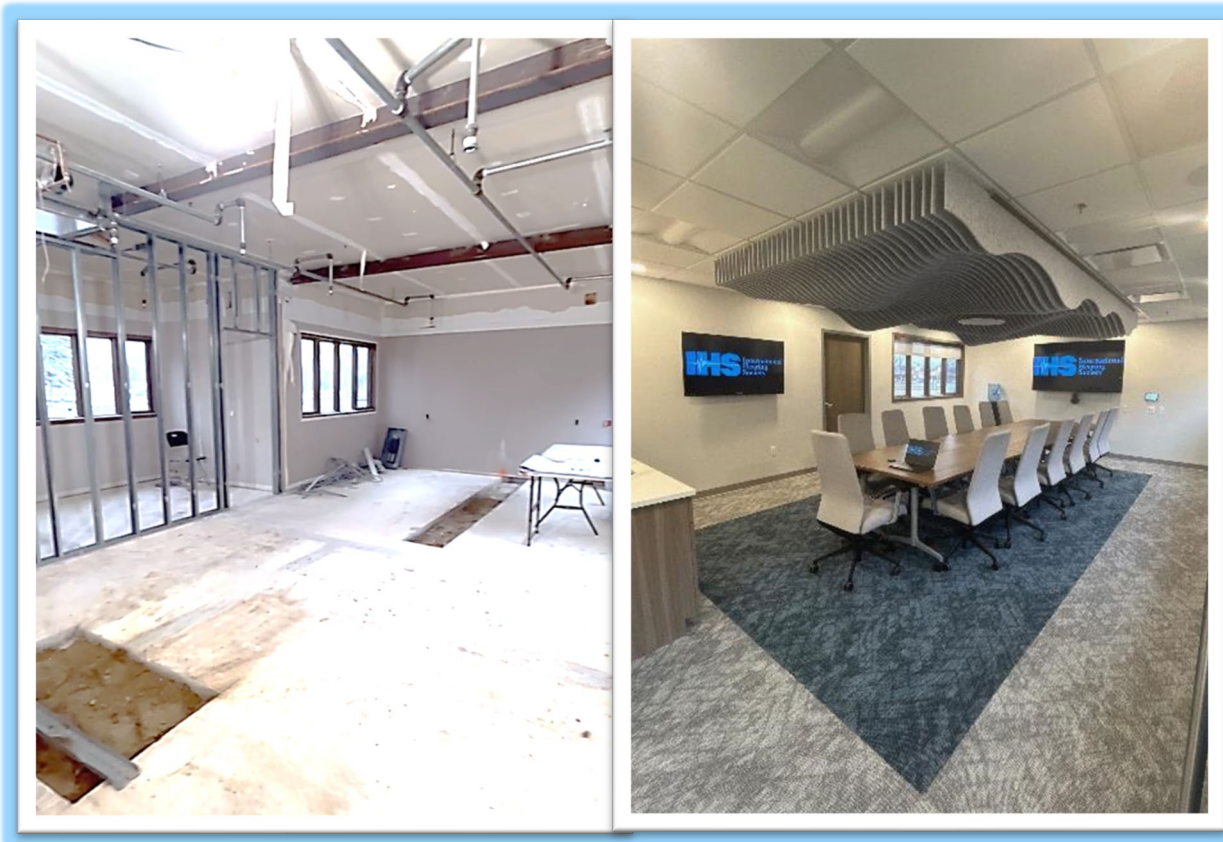
## Why might you buy a brick?

- To mark YOUR legacy “Joe P. Smith, BC-HIS”
- To honor a mentor “In honor of Sue S. Mentor, ACA, BC-HIS”
- In memory of a loved one or colleague who has passed “In memory of Ronnie Gheller”
- With your business or family name “The Smith Family”



# Support the IHS Capital Campaign

Check Out the Renovations and Buy Your Brick at  
[www.ihsinfo.org/capital-campaign](http://www.ihsinfo.org/capital-campaign)



Watch for a recording of the historic April 30<sup>th</sup> Ribbon Cutting that was broadcast via Livestream.



# MEMBERSHIP BENEFITS

INTERNATIONAL HEARING SOCIETY



# IHS Membership Groups

## Individual Members

- An individual in the hearing healthcare profession that fits into one of our **MEMBER CATEGORIES**:
  - Professional Member
  - Associate Member
  - Affiliate Member
  - Student Member
- An IHS Member is not automatically a member of an affiliate chapter.

## Affiliate Chapters

- IHS has a robust network of affiliate chapters that are home to hearing aid dispensing professionals on a state, provincial, or regional level.
  - Their members promote high standards of education and advocate for the profession and their patients.
- Members of a Chapter are not automatically IHS professional members.



# IHS Affiliate Chapters

## Chapter Support

IHS provides support to your Chapter volunteers who administrate the business of your Chapter.

- **IHS offers guidance** for nonprofit governance, public relations and government affairs.
- **IHS exhibits** at and provides auction donations for annual Chapter events.
- **IHS Marketing & Communication** resources published for, hosted by, or offered to affiliate chapters include:
  - Chapter E-Newsletters bi-monthly
  - Chapter Leadership Calls quarterly
  - Annual Chapter Leadership Conference
  - Constant Contact email program
  - Chapter Website program

The screenshot shows the IHS Chapter Resource Center website. At the top is the IHS International Hearing Society logo and a navigation menu with links for HOME, IHS NEWS, MY ACCOUNT, ADVOCACY, PROFESSIONAL DEVELOPMENT, SHOP, RESOURCES, and FIND A PROVIDER. The main heading is "Chapter Resource Center" with a sub-heading "exclusively for IHS Chapters". A sidebar on the left contains a list of links: Chapters Home, Communicate, Events, Governance, Marketing, Network, Online Forms, and Public and Government Relations. The main content area features a "Marketing" section with a sub-heading "IHS Chapter Constant Contact Email Platform". Below this, there is a paragraph explaining the program and a bullet point linking to "Get more information on pricing and Sign Up to start a 60-day free trial". There are two video thumbnails: "What is Constant Contact?" (2 minutes) and "Getting Started with Constant Contact" (1 hour). Below the videos are two more video thumbnails: "Everything you need to build, grow, and succeed" and "Getting Started with Constant Contact". At the bottom, there is a section for "IHS Chapter Website Program" with a paragraph explaining the program and a photo of a chapter meeting.



## EDUCATION

Access an expansive collection of educational opportunities at a discount for those seeking to:

- Start a hearing care career.
- Obtain continuing education.
- Train and enhance knowledge.
- Add new skill sets (Tinnitus Care).

### NEW FOR IHS MEMBERS IN 2024

Access **unlimited FREE CE credits** through:

- IHS Webinars,
- and *THP* article CE quizzes,
- at [education.ihinfo.org](https://education.ihinfo.org).







# EDUCATION

## IHS E-LEARNING PORTAL:

- **Web-based technology** to plan, implement and assess the hearing aid specialist learning process.
- **Purpose-built for association education** and certification providing a connected and personalized experience for learners.
- **On demand content** through a Learning Hub that can be sorted by topic, and continually updated to remain current and accurate.
- **Seamless integration** with IHS' current membership relations software program.



## Enhanced Learner Experience

- Modern user interface
- Multiple devices
- Learning pathways
- Track progress
- Stack credentials
- Visible CE achievement



# ADVANCED HEARING AID PROFESSIONAL (AHAP)

## Coming Fall 2024

IHS is developing the new **Advanced Hearing Aid Professional (AHAP) Program**.

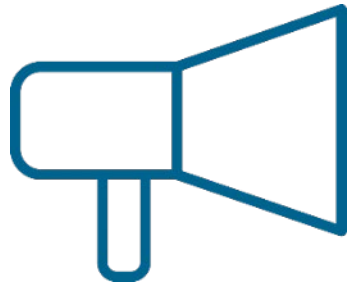
- It replaces the ACA (American Conference of Audioprosthology) program previously offered.
- The new program will be convenient, full of useful information, and provide the AHAP credential.
- A 3-part program consisting of two terms and a hands-on workshop.

To learn more and join the waitlist, visit [www.ihsinfo.org/advanced-education](http://www.ihsinfo.org/advanced-education)

## About the program

- Flexible online education
- Personalized feedback from knowledgeable instructors
- Networking and peer learning
- Hands-on training in clinical skills
- Reusable materials such as cheat sheets, templates, etc.
- Learners who pass a final assessment are eligible to earn the (AHAP) credential.





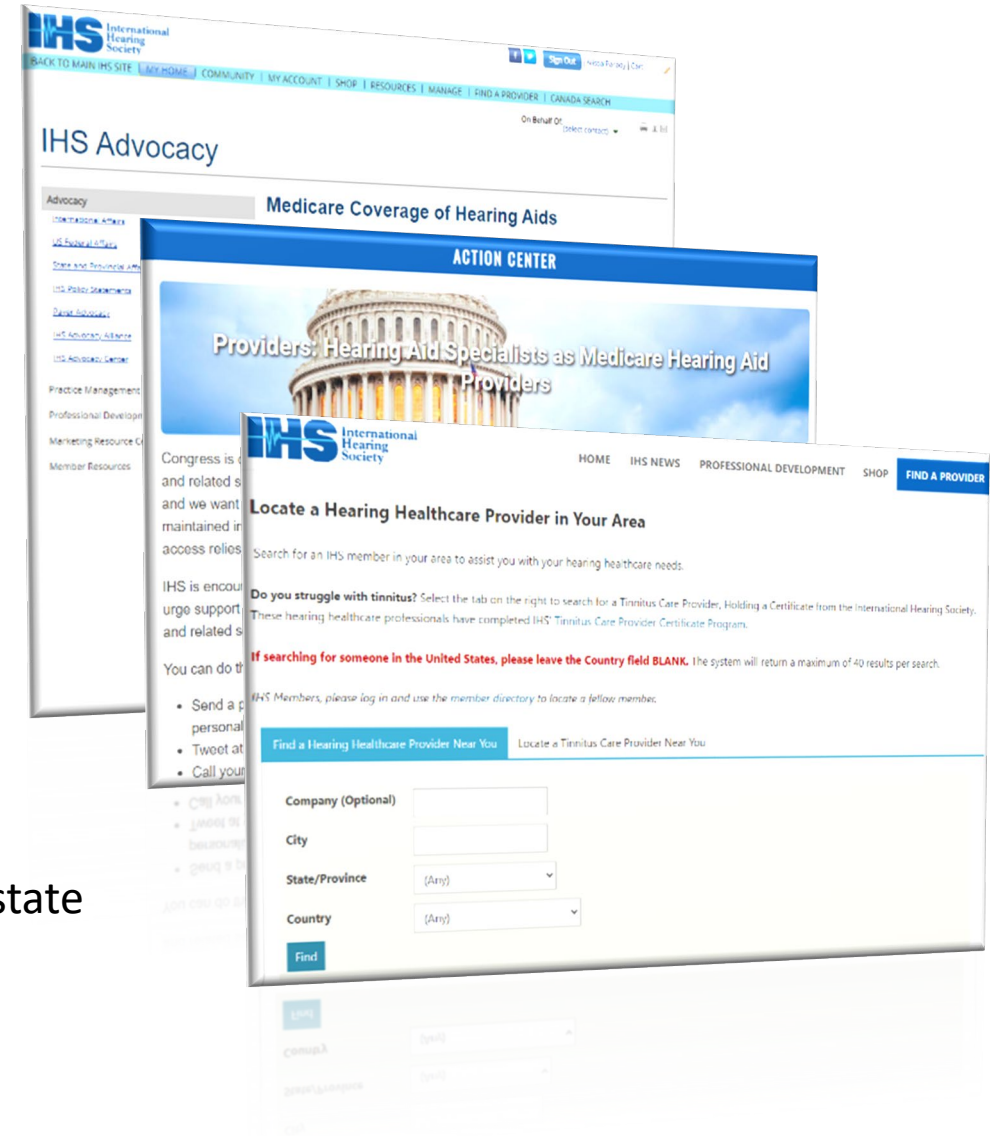
# ADVOCACY

Ensuring your right to practice through IHS representation of hearing aid professionals at the international, federal and state/provincial levels to make positive change and protect the profession.

## THIS INCLUDES:

- Licensing
- Payer issues
- Hearing aid rules
- Participation, and more.

In 2023, this included adding hearing aid specialists to state bills codifying new prescription hearing aid language, protecting the right to practice in states like WV, and clarifying scope of practice in states like WI.

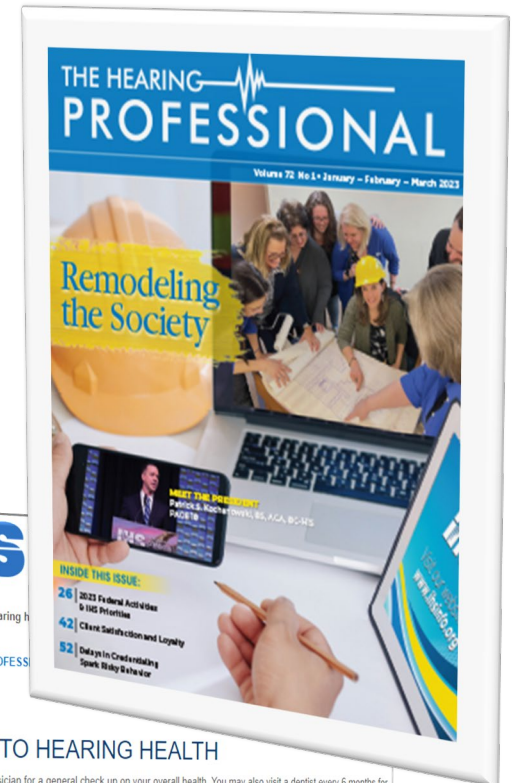




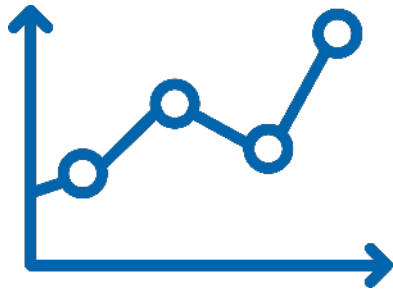
# INFORMATION

**IHS members receive timely information** about industry trends, the latest news, and technology updates so they can take the lead in the field and patient care delivery.

- **Broadened consumer awareness** about hearing loss and proper treatment on the IHS website and in our social media posts.
- **Driving leads to your business** through our online “Find a Provider” search tool.
- **Sharing important news** and offering continuing education through publications:
  - ***The Hearing Professional (THP)* magazine.**
  - **SoundBoard e-Newsletter.**







## BUSINESS GROWTH

Grow your hearing healthcare business and reduce risk by accessing exclusive IHS member resources, like:

- Compliance Plan Development Guide.
- *THP* compliance and managed care articles.
- Marketing and business intelligence tools.
- **NEW Managed Care Guide**
  - Deep discounts for IHS members.
  - [www.ihinfo.org/resources/managed-care-guide](http://www.ihinfo.org/resources/managed-care-guide)

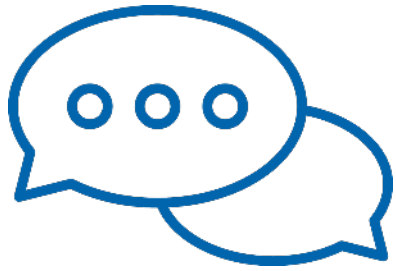
### MANAGED CARE GUIDE 2023 EDITION

*A comprehensive resource for  
managed care and insurance  
participation and compliance.*



**NOW  
AVAILABLE!**

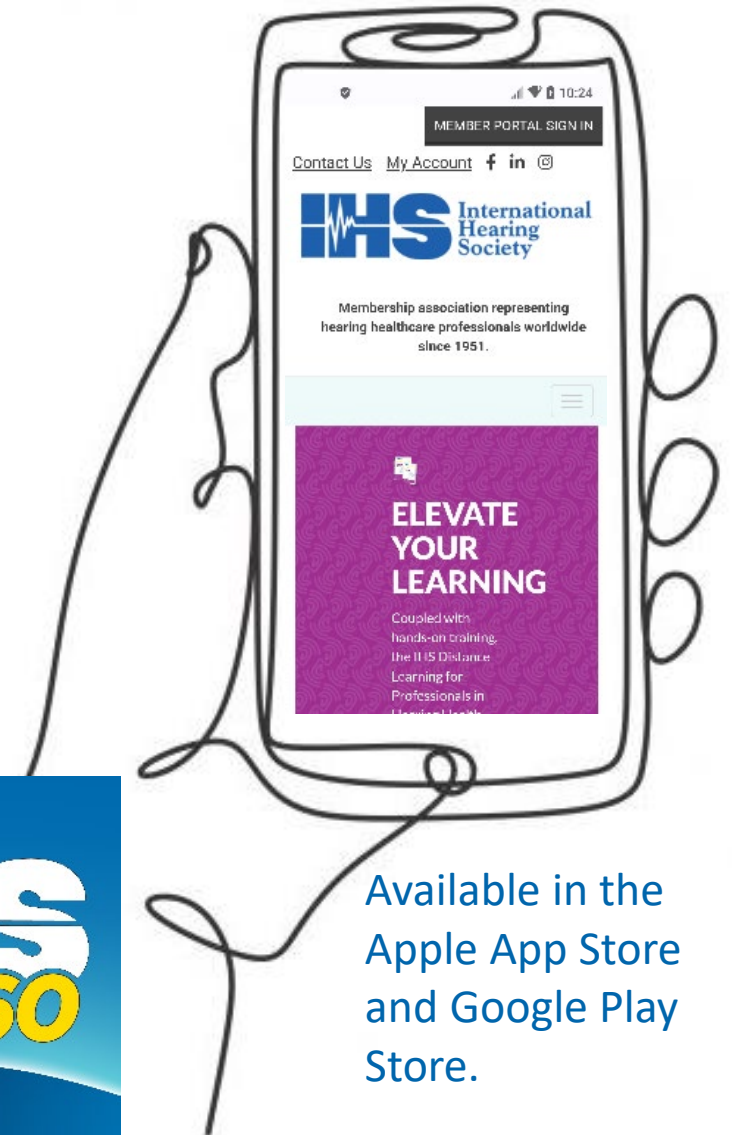
**IHS** International  
Hearing  
Society



## NETWORKING

Connect with your peers in person, virtually or through the NEW IHS 360 app.

- Learn, grow, and **advocate** with your peers.
- Build your **professional network** and connect directly with fellow members.
- Join an interest community to **share best practices** or connect with a local chapter.
- Register for and **engage** in IHS events.
- **Access** your member account and information.



Available in the Apple App Store and Google Play Store.

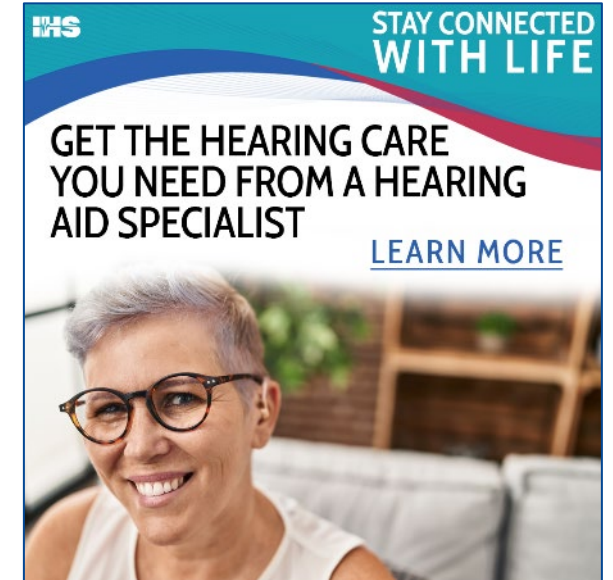
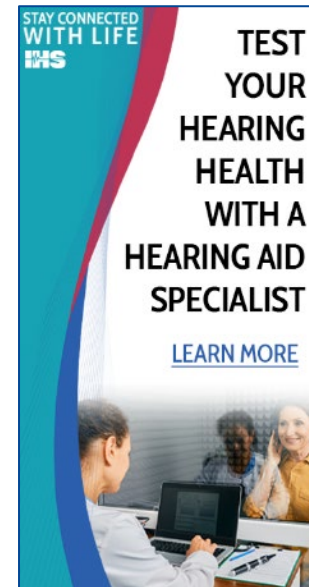


# REFERRALS

Take advantage of lead generation through the IHS Consumer Awareness Campaign:

## “Stay Connected With Life”

- On-line provider locator.
- Press releases increasing consumer awareness of hearing healthcare and hearing care providers.
- Social Media campaign on Facebook, LinkedIn and Instagram.





# PROFESSIONAL DEVELOPMENT

## 2024 Key Objectives:

- UNLIMITED FREE CEs for IHS members.
- NEW E-Learning Portal / On-Demand Content
- NEW Train the Trainer Webinar series
- NEW Advanced Hearing Aid Professional Program

## Valuable Member Resources

- IHS Webinars.
- *THP* articles and CE quizzes.
- Discounted registration for webinars, virtual, and in-person conferences.



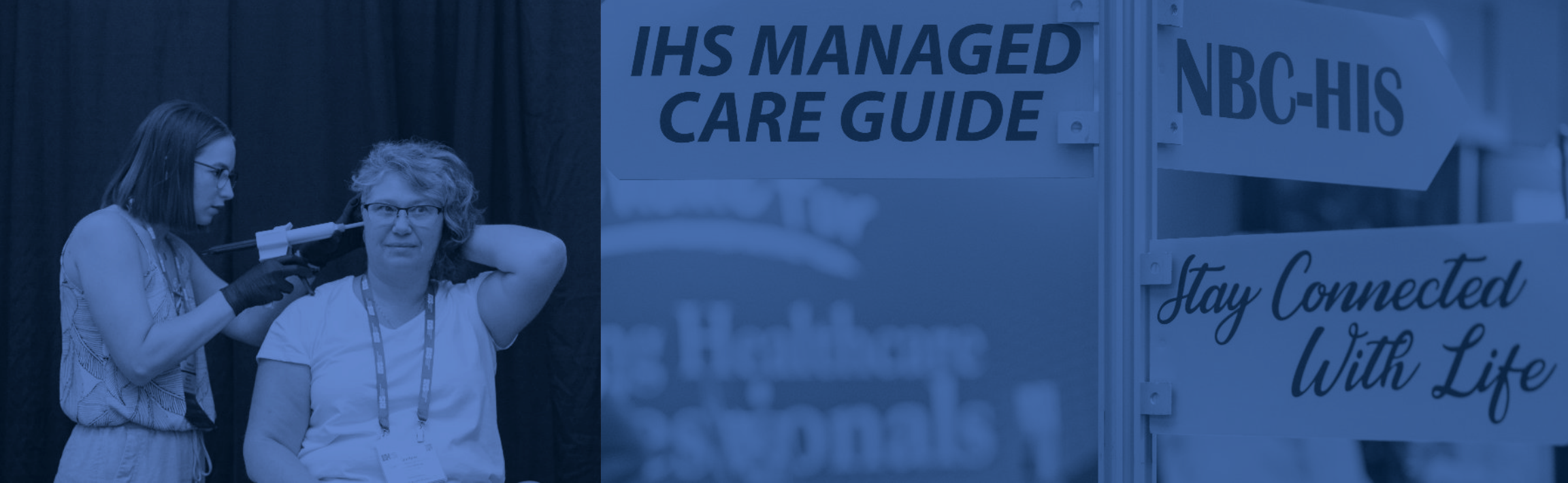
# Practice Management Focus

## 2024 Key Objectives:

- Improve access to compliance and best practice resources.
- NEW Managed Care Guide offers comprehensive participation information.
- Growing business resources for all members, including billing specialists.

## Valuable Member Resources

- IHS Compliance Plan Development Guide
- IHS Managed Care Guide
- Affordable healthcare options through partner programs





# Advocacy & Government Affairs

## 2024 Key Objectives:

- Focus on Veterans Affairs (VA) Contract Network.
- Continued work with states seeking to codify OTC/prescription language.
- Promote and elevate the profession through opportunities with coalition partnerships.

## Valuable Member Resources

- Sign up for legislative alerts.
- Search and view legislation.
- Find elected officials and candidates.
- IHS quarterly Advocacy e-News for advocacy donors.





# Advocacy & Government Affairs

## **NEW ISSUE ALERT:**

### **Blue Cross Blue Shield (BCBS) Federal Employee Program (FEP)**

- IHS is actively engaged in addressing problematic policies for the coverage of hearing aids by BCBS FEP.
- Changes in BCBS FEP hearing aid coverage took effect as of January 1, 2024.

## **RECORDED WEBINAR**

**Presented by  
Samantha Sikorski, ACA, CDP, CPCO**

- Live webinar recorded 2/22/24 with specific guidance and helpful references to comply with the BCBS FEP changes.
- Available On-Demand in the E-Learning Portal with 1 CE free for IHS Members.

[www.ihsinfo.org/webinars](http://www.ihsinfo.org/webinars)



# MEDICARE POLITICAL STATUS

Follow IHS legislative activity and respond to calls for action at [Bit.ly/IHSMedicare](https://bit.ly/IHSMedicare), member login required.

## 2024 Expectations

**Limited bipartisan opportunities** with split control of congress has left little appetite for Medicare expansion conversations.

- Republican controlled House (220-213, 2 current vacancies)
- Democratic controlled Senate (51-49)
- (3) Senate Independents caucus with Democrats
- (1) VP Harris (D) is a tie-break vote in the Senate

IHS expects **most federal legislative activity will take place in the spring and early summer** this year as members of congress will begin to campaign over the summer and fall of 2024.



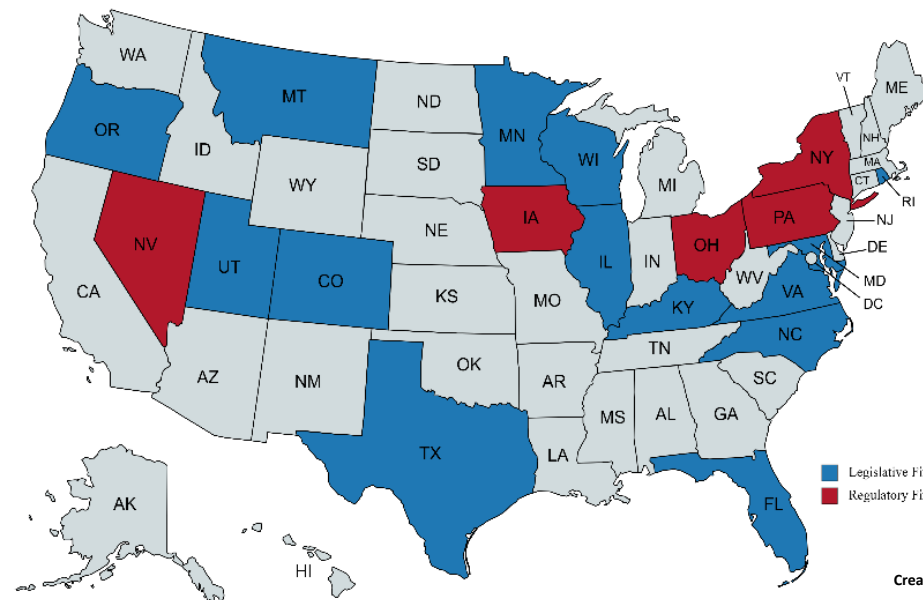
# OTC REGULATORY STATUS

## Accomplishments

Following the release of the FDA's OTC/prescription hearing aid rule, IHS worked diligently alongside chapters, members, chapter leaders, and representatives to codify these changes through legislative proposals or regulatory guidance.

**14 states passed legislation to secure this language.**

- Colorado, Florida, Illinois, Kentucky, Maryland, Minnesota, Montana, North Carolina, Oregon, Rhode Island, Texas, Utah, Virginia, and Wisconsin.



**5 states issued regulatory guidance to secure this language.**

- Iowa, Ohio, Pennsylvania, Nevada, and New York.

**Read comments and access other information at [bit.ly/IHSOTCWebpage](https://bit.ly/IHSOTCWebpage)**





# VA HIRING STATUS



## Accomplishments

**2023 IHS continued to engage** with Congressional Veterans Affairs leaders who champion HAS hiring efforts.

- Chair and ranking members of the House and Senate Committee on Veterans Affairs requested feedback on hiring qualifications and the process.
- The VA submitted another report to Congress stating that 12 hearing aid specialists had been hired by the VA, and they were demonstrating value to the agency.

## 2024 Expectations

- **In 2024, IHS will continue advocacy efforts** with our congressional champions on both the House and Senate Committee on Veterans Affairs to maintain dialogue around the qualifications for hiring HAS as part of the Fit to Serve initiative.
- **As a result of our successful efforts** for HAS to be onboarded at VA facilities, IHS is set to increase advocacy activities in 2024 centered around the inclusion of HAS in the VA Community Care contract network.

Read comments and access other information at [www.ihsinfo.org/Fit-to-Serve](http://www.ihsinfo.org/Fit-to-Serve)



# STATE ADVOCACY

## 2024 State Outlook

- **IHS is working with chapter leaders** to advance language in 2024 to update statutes or regulations to align with the FDA final ruling on OTC and prescription hearing aids, as we expect more states will seek to codify these changes within their scope of practice in 2024 and beyond.
- **Advocacy and engagement** on legislative issues in states that are harmful to entry into the profession and attack dispenser's ability to practice within their scope.
- **Continue to collaborate with state oversight boards** without an active IHS chapter with recommended language that has been codified around the country.
- **Government Affairs staff will continue to assist chapters** with updating statutes, defending against attacks, and proactively introducing language to enhance the profession.



# EXAMPLES OF OUR WORK

## Nebraska

- Collaborating with chapter as they **submitted a legislative application to update their statute** to clarify that cerumen management, tinnitus management, and tympanometry are within their scope of practice; includes training requirements.



**Nebraska  
Hearing Society**

## Wisconsin

- SB 419 clarified that **cerumen management is within the scope of practice** of hearing aid specialists and set forth training requirements.
- **Governor Evers signed the bill into law on December 6th, 2023**



**Wisconsin Alliance of  
Hearing Professionals**



# Advocacy & Government Affairs

**Support IHS Protecting the Profession.**

- IHS legislative monitoring and action,
- coalition engagement raising awareness of hearing aid professionals,
- and advocacy for hearing aid dispensing in federal/state programs, with health plans, and credentialing bodies.

**MAKE A SECURE DONATION TODAY!**

Visit [www.ihsinfo.org/donate](http://www.ihsinfo.org/donate)  
or use this QR Code!



# JOIN IHS TO TAKE THE LEAD!

Contact the IHS Membership Team  
for more information  
at **734-522-7200** or  
**membership@ihsinfo.org**.







# **Board certification** *Charge up your career!*

NATIONAL BOARD FOR CERTIFICATION  
IN HEARING INSTRUMENT SCIENCES

*Updates from our partners at NBC-HIS,  
the separate credentialing body for  
board certification.*







# NBC-HIS = BC-HIS

## WHY BE BOARD CERTIFIED?

*“I am always looking to set high standards. I am constantly looking to grow my skill set and abilities.”*

*“The [employer] franchise I work for encourages all of their eligible hearing specialists to get board certified.”*

*“To show my patients that I am dedicated to taking care of their hearing needs and doing everything I can to show them I am competent.”*

*“I would like to be licensed in multiple state and some states require NBC-HIS certification.”*





# BENEFITS OF BEING BC-HIS

## Distinguished High Standards

- Enhance your knowledge
- Create exceptional experiences for patients.
- Elevate your brand with a Digital Badge and the Certificant Branding Guide.
- Leverage news and marketing resources and from *The Spotlight e-newsletter* to grow your business.
- Be associated with the Institute for Credentialing Excellence (ICE).

*That's right, NBC-HIS is a nationally accredited organization!*



# BC-HIS SUCCESS

## Resources for Success

**Certificant Center** online 24/7 access for candidates to manage certification maintenance requirements.

**Free Candidate Handbook** guides you through the process of obtaining the BC-HIS designation.

**Free Study Guide** online, interactive self-study guide featuring sample questions.

## Prepare for the Exam







# BC-HIS INTEREST FORM

## Complete the BC-HIS Interest Form.

Complete the form and receive your **free copies** of the Candidate Handbook and Study Guide!



## Learn more:

Email: [info@nbc-his.com](mailto:info@nbc-his.com)

Visit : [www.nbc-his.com](http://www.nbc-his.com)

