

Hearing Healthcare Providers of California — Summer Newsletter

AHAA Supports HHP/CA. Please support AHAA.
Purchase at least two instruments each month through your AHAA account.
Thanks to AHAA for the assembly of this newsletter.

WHY JOIN HHP?

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 36 hours of CEU courses: 18 hours at the annual convention, two nine-hour all-day training sessions and occasional one-hour courses.
- **Managed Care Contracts** The only independent organization in California that specifically includes Hearing Health Care Specialists in their managed care contracts serving over seven million Californians.
- **Automatic AHAA Membership** American Hearing Aid Associates provides business, advertising, and discount purchasing pricing.
- **Buying Co-Op** Our buying co-op provides members with competitive discount pricing.
- **Annual Convention** Brings together technology and education, while providing a positive networking setting for you and your peers.
- **Quarterly Publication** To keep you informed of important state news, upcoming district meetings and CEU training.
- **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, how can you afford not to join?
Call 916-447-1975 to join today!

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Hear and Now News

Summer 2008

Convention News: Redondo was Remarkable

By Don Tucker, V.P., HHP Board of Directors

The Board of Directors and the convention planning committee would like to thank all exhibitors and attendees of our 2008 "Amplified for Success" annual convention. This year's event was held at the beautiful beach-side Crowne Plaza Redondo Beach hotel. The "Taste of Starkey" evening was a wonderful event hosted by Starkey Laboratories with a sampling of unique food from the mission locations served by the "So The World May Hear," Starkey Foundation. We would also like to thank GNResound for Saturday night's entertainment and, of course, to Nu-Ear, Phonak, and Miracle Ear for their sponsorship support.

Speakers this year included Ted Venema, Ph.D., who delivered one of his best with "Fitting Software Talks, Real Ear Measurement Walks." Yvonne Crawford, of HADB enforcement along with HADB advisory committee members, Deane Manning, and Randall Sager presented a useful and engaging training on the "Ins and Outs of Advertising."

A lifetime recognition award was given to Brett Rivers for his years of contribution to the association, particularly his years of service to the Ethics Committee.

Special thanks to Stuart Spenser, auction coordinator, and to all who contributed to this year's very successful silent auction



Brett Rivers
receives Lifetime
Achievement
Award

which raised over \$22,000. This year was also an election year for the Executive Board of Directors. The members overwhelmingly re-elected President Cindy Peffers, BC-HIS for another two year term. Don Tucker, BC-HIS, ACA and Stuart Spenser, BC-HIS were also re-elected as Vice President and Secretary/Treasurer respectively.

Marge Risinger of Risinger/Rosenberg Event Planners has announced her retirement. For the past five years, Marge has been instrumental in everything from negotiating the best locations to keeping our convention running smoothly. We will miss Marge and wish her well in her retirement.

Once again, HHP would like to thank all who contributed and participated at this year's successful convention.

Plan for the next HHP convention to be held at Lake Tahoe: April 16-18, 2009.

We look forward to seeing all of you.

DISTRICT MEETING INFORMATION: Please attend your District's Meeting!

District 1 Sacramento Area	District 2-3 Bay Area	District 4-5 Central Valley	District 6 & 7 Los Angeles & Desert Area	District 8 San Diego
September 4, 2008 6:30 p.m.	August 21, 2008 6:00 pm	September 5	August 28, 2008 6:30 p.m.	August 28, 2008
Cattlemen's Restaurant 2000 Taylor Road Roseville	Marie Callender's 2090 Diamond Boulevard, Concord	Contact for Information: Sandra Souza ssouza30@yahoo.com 805 547-9500	Embassy Suites 3100 East Frontera Anaheim (91 Freeway at Kramer/ Glassel Exit)	3260 East Fox Run Way San Diego
Speaker: John McMahon, Neurotone, "The LACE: Listening and Communication Enhancement Program"	Speaker: Maureen Seidel, Starkey, "N-Fusion Update"	Speaker: Lindsay Olson, Au.D., Starkey, "N-Fusion"	Speaker: CTAP, "New Communication Devices"	Speaker: Lindsay Olson, Au.D., Starkey, "N-Fusion"
RSVP: Joey 530 533-8912	RSVP: Dave 415-824-6865	RSVP: Maxine Glazebrook 619-283-8400	RSVP: Pat Vanderpool 800-998-9787	RSVP: Maxine Glazebrook 619-283-8400

Hear Today & Now Gone

Classifieds jobs, equipment, and opportunities

Hearing Aid Office that was established 20 years ago is available in Santa Barbara. The equipment is state of the art, enabling you to provide sales and service for most of the major brands. Low overhead with no initial investment necessary. Excellent local reputation and patient loyalty.

Please call 805 687-0441

Your Ad Could Be Here!

E-mail your ad to hearwell@sonic.net

\$75 for 50 words and \$2 for each additional word.

100 word max.

HHP Website Reborn

By Ron Jenkins, HHP/CA Board

With the successes of our conventions, membership growth, and affiliate support; the HHP leadership has launched several new projects to better meet the needs of the Hearing Aid Specialist in California.

One of the projects was to expand our website. We hope you enjoy the new look and the ease of navigating through the site. The home page will keep you informed about current information, recent classifieds, and new information available. Take the time to type in www.hhpca.org and place it in your browser favorites list. Go ahead, do it now. I'll wait. Great!

Now you will have available important information you need to take your practice to the next level and network with other single and dually-licensed hearing aid specialists, engaged in the practice of testing hearing to select, fit, and dispense hearing instruments; advocating for the needs of the hearing impaired; and maintaining the highest

possible ethical standards.

HHP provides business oriented member benefits specifically designed for the Hearing Instrument Specialist in California. Find out how you can:

- Lower your cost on the hearing aids you purchase
- Keep current with the advocacy work done to protect your livelihood in Sacramento
- Join our managed care network and have contract access to some of the state's major insurance players
- Access to billing codes and important forms
- Important state bureau and regulation links
- Archived newsletters
- Classified ad space for positions and equipment
- Plan out your CEU needs for the year — and so much more

If you're not a member, maybe it's time for you to be a part of your professions state organization to ensure your future.

Legislative Corner

By Tim Shannon, Legislative Advocate

News from Sacramento: Budget Battle

Currently the state Legislature and Governor are addressing a \$17 billion shortfall in the 2008/2009 Budget. There is serious threat that the state will run out of cash if a budget is not in place by August. The Governor has proposed securitizing the state lottery, and borrowing \$18.4 billion against future state lottery profits. The Senate has rejected the Governor's lottery proposal, but the Assembly has adopted a modified version of it. Both houses rejected many of the health care cuts proposed by the Governor in January—the Assembly restored almost all of the 10% Medi-Cal provider rate cut, and the Senate restored half of the rate cut. (This includes the rate cut to hearing aid dispensers) But there is some good Budget news. In July the Senate-Assembly Budget Conference Committee restored the Medi-Cal provider rate cut, effective September 1. The vote was on party lines, with the two Republicans voting no. While this is a move in the right direction, the state still needs to find money to offset the \$17 billion dollar shortfall. So the story isn't quite over yet. In addition, both houses rejected the proposed elimination of the adult audiology optional

benefit. It looks to be a long budget battle as the Republicans have vowed not to raise taxes to eliminate the deficit. Since any Budget requires a two-thirds vote, some Republican votes will be needed to enact a Budget.

Medical Contracting Follow-up

The RFP for the state's plan to "contract" for the provision of Medi-Cal hearing aids has still not been issued. Last year, the Budget Trailer bill provided that Medi-Cal contracting for hearing aids be in place by July 1, 2008. Clearly, that deadline was not met, as the author of the trailer bill language now realizes the complications of contracting and earlier this year caused the Department of Health Care Services to take its original RFP back to the drawing board. It is not yet clear when the revised RFP will be issued, and whether or not comments will be solicited from the provider community, as was done for the initial RFP. HHP was instrumental in bringing attention to the deficiencies of last year's Budget Trailer bill language and we will keep monitoring to ensure any contracting will not result in loss of access to Medi-Cal beneficiaries.

A Major Enhancement to LACE Auditory Training Software

By John McMahon, Neurotone

In early August, Neurotone, headquartered in Redwood City, is shipping LACE version 4.0. This includes a DVD version for patients without home computers. Now, virtually all your patients can do LACE (Listening And Communications Enhancement) training at home. Those without computers simply put the LACE disc in their DVD player and go through the training on their television, using the DVD remote to control LACE and answer the questions. This is a major advance in the product, as roughly half of all hearing aid purchasers do not have home computers.

Since its introduction in August 2005, the LACE program's effectiveness has been proven in peer-reviewed clinical trials. After the release of Version 3 last September, the average user completing all 20 sessions has attained an improvement in their QuickSIN score of 4dB, representing a 40% improvement in their ability to understand speech in noisy environments. Participants' ability to understand rapid speech, distinguish between competing voices

and retain sentences in auditory working memory have also increased significantly. This has resulted in major reductions in hearing aid returns.

Moreover, the most recent results show that users reach 82% of their ultimate improvement after just 10 of the 20 LACE sessions. Consequently, many practitioners are adopting a protocol in which the patient is required to complete only the first 10 sessions. They are encouraged to complete the second 10 voluntarily to optimize their improvement in communications abilities.

Haven't tried LACE yet in your practice? Neurotone is making HHPCA Newsletter readers a special introductory offer: get three LACE disks for only \$99 and try it on a few of your patients. Simply call John McMahon (510-848-8480) or Bill Woods (931-623-1192) to place your order.

www.neurotone.com

International Hearing Society Update

By Ron Perry, HHP Southern Director

IHS Convention Soon

The International Hearing Society is holding its 57th Annual Convention and Expo in Savanna, Georgia, at the beautiful Westin Savannah Harbor Golf Resort & Spa on September 24 through 28.

This whirlwind blend of business meetings, seminars, parties, products, discounts, golf and more is your's to enjoy yourself while staying abreast of the latest developments in your field. It's also a perfect setting for an extended family vacation. The convention hotel overlooks the Savannah River and is conveniently located next to the Savannah International Trade & Convention Center, where many convention events will be held. Let's make sure that California is once again well represented at the IHS convention.

Audioprostology Class Organizing in California

In order to have ACA classes in California, the ACA subcommittee is seeking at least 12 and preferably 20-25 students to support the course. This valuable course consists of one weekend a month for 13 months. Upon completion, 15 units of upper division baccalaureate credits are earned. The cost of the course is \$3050 and can be billed monthly. The ACA, or audioprosthologist designation, has become increasingly important because it identifies the designee as an advanced practitioner in our field. If you have an interest in attending then please contact Ron Perry at 951-652-9655 or rperry@comehear.com.

Support Hearing Aid Assistance Tax Credit

The International Hearing Society Board recently met with legislators in Washington, D.C., in support of the tax credit for hearing aid purchases.

This legislation is strongly supported by our entire industry, and we should encourage our patients to also support it. You and/or your patients may get support information at the following web site: www.hearingaidtaxcredit.org.

