

GROWING YOUR PRACTICE

HHP/CA

THE PATHWAY TO SUCCESS



HEARING
HEALTHCARE
PROVIDERS

2024 ANNUAL CONFERENCE

May 2-4, 2024

Doubletree by Hilton Sonoma Wine Country
Rohnert Park, California

ATTENDEE BROCHURE



HHP/CA's 2024 ANNUAL CONFERENCE

MAY 2-4, 2024
ANNUAL CONFERENCE

Doubletree by Hilton
Sonoma Wine Country

One Doubletree Drive
Rohnert Park, CA 94928

Reservations can be made online
by clicking [HERE](#):

You may also call the reservations
coordinator, Natalia Rogers at
(707) 586-4614 and provide
the booking code, CDT90R,
during normal business hours.

**The last date to make a reservation
at the group rate is April 2, 2024.**

Please make your reservations as soon as possible.
After April 2nd the conference rate will apply on a
space available basis only. It is your responsibility
to make your own hotel reservations and reference
HHP/CA group block to receive the special rate.
Cancellations must be made at least 72 hours in
advance in order to avoid cancellation fees.

Special HHP/CA Group Hotel Room Rate:

The group rate is \$199 per night plus
applicable taxes.



HOTEL ROOM RESERVATION DEADLINE:

April 2, 2024



Hearing Healthcare Providers/California

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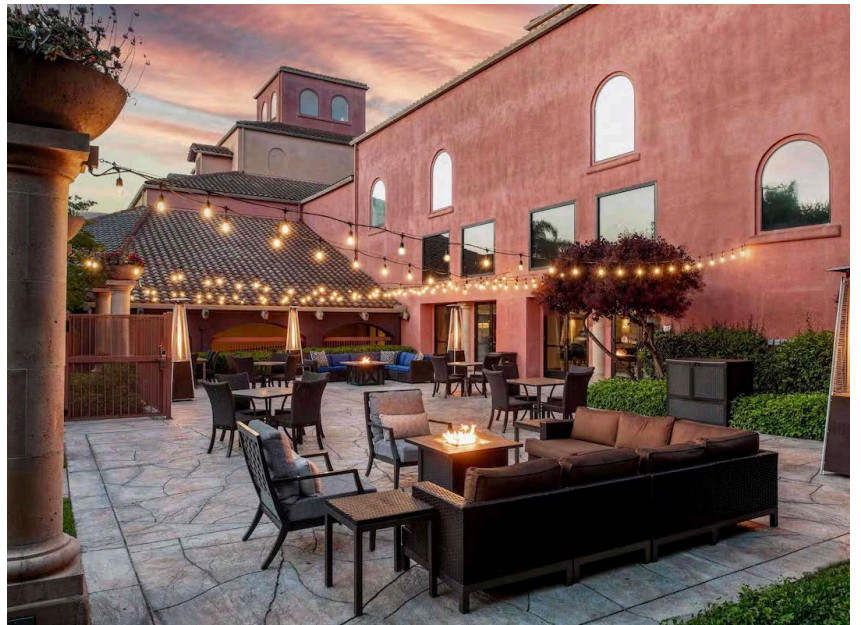
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Bryce Docherty



WHY HHP/CA?

The purpose of the Hearing Healthcare Providers/California Association is to enable the provision of effective treatment alternatives for hearing impaired California consumers and to enhance the knowledge and competency of the professional hearing instrument practitioner.



CONFERENCE INFORMATION

REGISTRATION

Please register before April 24, 2024. Registrations received prior to April 24, 2024, will receive a confirmation. Any registrations after that date should be completed on-site at the conference registration desk.

CANCELLATION

All cancellations must be requested in writing to the HHP/CA meeting office — postmarked or time stamped by 5:00pm, April 3, 2024. All refunds are subject to a \$50 cancellation fee. Refunds after that time are at the discretion of the Board of Directors. All refunds will be made after the conference. Substitutions can be made at any time.

CONTINUING EDUCATION

Courses have been submitted for approval to the Speech Language, Pathology, Audiology and Hearing Aid Dispensers Board (SLPAHADB) and the International Hearing Society (IHS). In addition, some courses meet the qualifications for professional development credit for Audiologists as required by SLPAHADB. We do not anticipate any courses not being approved.



Conference Schedule

Conference schedule is subject to change without notice.

Thursday, May 2, 2024

4:00pm - 6:30pm **Conference Registration Open**

6:00pm - 8:00pm **Welcome Reception**

The welcome reception is a chance to catch-up with friends, meet new people, make connections and discuss the days ahead.



Conference Schedule

Friday, May 3, 2024

7:00am - 4:00pm **Conference Registration Open**

7:00am - 9:00am **Continental Breakfast**

8:00am - 10:00am **Welcome and Keynote Speaker, Cliff Olson**

How to Differentiate Yourself from the Competition

Hearing Healthcare is arguably one of the most competitive industries in the United States. From commoditization, to insurance, to big box stores, to online sales, to vertical integration & even OTC hearing aid alternatives, if you don't do things differently, you will eventually become irrelevant. In this session, you will learn different strategies to make yourself so unique, that the only competition you will have to worry about...is yourself.

Speaker: Dr. Cliff Olson, AuD, CEUs 2

10:00am - 5:00pm **Exhibits Open**

10:00am - 10:10am **Break**

10:10am - 11:00am **Hearing Health and Cognition: Optimizing Clinical Outcomes**

As we age, concerns about cognitive decline and dementia risk in older adults become increasingly pertinent. Untreated hearing loss has been associated with a greater risk of dementia and other health concerns. Preliminary evidence exists showing that, for patients who will experience cognitive decline, hearing aids are protective. Hearing healthcare providers should be encouraged to integrate cognitive health into audiological counseling with their patients. Ultimately, this will help strengthen the patient's understanding of the benefits of hearing technology beyond just hearing better. The educational content within this session includes the foundations of cognition and hearing loss, the mechanisms behind the associations, how to proactively address hearing loss and promote healthy living as a way to mitigate cognitive decline, and how hearing well can positively impact overall well-being. This session includes lecture, workshopping how to responsibly communicate the associations between cognition and hearing, handouts, and audience discussions.

Speaker: Shannon Basham, Au.D., Sr. Director, Audiology and Education, Sonova/Phonak, CEUs 1

11:00am - 11:10am **Break**



Conference Schedule

Friday, May 3, 2024, *Continued*

- 11:10am - 12:00pm** **Advanced Bilateral Beamforming Technology and Pairing with Digital Noise Reduction Algorithms**
Array microphones, including bilateral beamforming, have been available for several years. Although their effectiveness compared to unilateral beamforming is somewhat mixed, a recent evidence-based review suggests that bilateral beamformers offer some degree of signal to noise ratio improvement for many wearers relative to other commercially available directional microphone systems.
This mini-module examines some of the more recent updates to bilateral beamforming technology, describes how it works and how when it is paired with noise reduction (process-based) algorithms, wearer performance in noise significantly improves.
Speaker: Navid Taghvaei, MA, AuD, ABAC, CCC-A, Sr. Clinical Education Specialist, Signia, CEUs 1
- 12:00pm - 12:30pm** **Networking Break with Exhibitors**
- 12:30pm - 1:30pm** **HHP/CA Business Luncheon**
Join us as we have insightful discussion over lunch regarding HHP/CA's leadership, membership and financial reports..
- 1:30pm - 2:00pm** **Dessert Break with Exhibitors**
- 2:00pm - 2:50pm** **A New Standard in Connectivity That Will Make a Difference for Hearing Aid Users**
In 2020, the Bluetooth Special Interest Group, Bluetooth SIG, introduced a new Bluetooth standard, Bluetooth Low Energy Audio (BTLEA), that will over time, replace the Bluetooth Classic standard that has existed for many years. There are several benefits of the new standard over the existing standard including 1.) Better sound quality, 2.) The ability to connect to multiple devices simultaneously, and 3.) Auracast. Auracast will offer broadcasting in public spaces to everyone with devices equipped with BTLEA. This session will detail the new standard and the benefits to hearing aid users. In addition, new data around streaming sound quality with this standard will be presented.
Speaker: Laurel A. Christensen, Ph.D., Chief Audiology Officer, GN Hearing, CEUs 1
- 2:50pm - 3:00pm** **Break**



Conference Schedule

Friday, May 3, 2024, *Continued*

3:00pm – 3:50pm **Understanding the Patient Process to a Cochlear Implant and Why it Should Matter to You**

Patients with hearing loss look to the professionals they work with as the experts in their care. Understanding and counseling patients on all the options available is essential for providers today in giving the best patient care possible. As cochlear implant candidacy continues to change it's important to understand when to refer and how to speak with patients on this process.

Speaker: Laura Lassen, Sr. Manager, Market Expansion & Integration, Cochlear Americas, CEUs 1

4:00pm – 5:00pm **Reception and Passport Session #1 with Exhibitors**

Want to earn CEUs? You will be given a Passport filled with questions from the exhibitors. You must visit every exhibitor listed in the Passport and record answers to each exhibitors' questions. Only completed Passports collected at the end of the session will earn CEUs. CEUs: .5

Saturday, May 4, 2024

7:30am – 12:00pm **Conference Registration Open**

7:30am – 3:30pm **Exhibits Open**

7:30am – 9:00am **Continental Breakfast**

8:00am – 8:50am **CQ Partners**
CEUs 1

8:50am – 9:00am **Break**

9:00am – 9:50am **IHS Policy Perspectives and HHP/CA's Legislative Update**

We will provide a review of relevant legislative, regulatory, and other activities being undertaken by the federal government, agencies, work groups, and organizations that seek to address hearing health care policy. In the US, these will include updates on the application of the Over-the-Counter Hearing Aid act, Medicare proposals, Veterans' care, World Health Organization activities, and much more. For those in our Canadian provinces, attendees will hear about federal and provincial support and activities for which IHS is involved and promoting. The representative will also review new resources and news from the International Hearing Society that affects the role and advancement of hearing health professionals in their knowledge, professionalism, and practice.

Speakers: Toby Hill, HIS, Pacific Coast Governor, International Hearing Society and Bryce Docherty, HHP/CA's Legislative Advocate, TDG Strategies, CEUs 1



Conference Schedule

Saturday, May 4, 2024, *Continued*

9:50am - 10:00am **Break**

10:00am - 11:50am **A Brain Hearing Approach to Patient Outcomes**

Traditional hearing aid outcome measures were designed many years ago and validated largely on pre-digital technologies, with many being insensitive to some beneficial aspects of current hearing aid processing strategies. This course discusses exploratory and currently available evidence-based outcome measures that may provide greater sensitivity to modern hearing aid function.

Presentation will be power point presentation and lecture.

Speaker: Virginia Ramachandran, Head of Audiology, Oticon, Inc., CEUs 1

12:00pm - 1:30pm **Lunch and Passport Session with Exhibitors**

The program will include a booklet that will have pre-screened questions about each exhibitor and their products. Each participant will visit each booth to get the questions answered. This will be done in two parts with totally different books that half the participants will get each booklet each day. A committee of HHP/CA members will review the questions submitted by the exhibitors and make sure they are related to clinical practice. A committee will establish questions for each exhibitor that will be client specific with information that can be used to enhance the attendees' ability to provide for their clients.; CEUs .5

1:30pm - 2:20pm **A Digital First Approach: Interacting with the Modern Patient**

Clinicians in the field today are encountering a shift in the patients they see on a daily basis. With adoption of technology on the rise for all populations, it is important that we as clinicians think about different adaptations we can make to our clinical practice to remain competitive in this tech heavy world. This course discuss changes and updates clinicians can make to better connect with the modern patient population.

Speaker: Lawanda Chester, Education and Training Audiologist, Starkey, CEUs 1



Conference Schedule

Saturday, May 4, 2024, *Continued*

2:30pm – 3:30pm **Closing Session with Cliff Olson**

Adapt or Die – How to Implement what You've Learned by Taking Action!

If you don't change your behavior after you've learned something new, did you really learn anything? Implementation of new ideas and strategies can be hard, especially when you've been doing something one way for so long. In this session, you will learn different tips and strategies to improve your business, so you don't just keep doing the same thing while expecting a different result.

Speaker: Dr. Cliff Olson, AuD, CEUs 1

PROGRAM

Program is subject to change. Please watch for changes and updates on the website: www.HHPCA.org. Courses have been submitted for approval to the Speech Language, Pathology, Audiology and Hearing Aid Dispensers Board for California Dispenser's hours. In addition, courses may meet the qualifications for professional development credit for Audiologists as required by the California Speech Language Pathology Audiology, and Hearing Aid Dispensers Board. Course approvals for SLPAHADB and IHS are pending at the time of this printing. We do not anticipate any courses not being approved. Courses will commence promptly at specified times. Attendance in all classes will be strictly monitored. Continuing education credit will be given during two full days of the conference. Fifty minutes equals 1 CE hour. Breaks have been scheduled between sessions. Therefore, no breaks will be given during the sessions.



HHP/CA ATTENDEE REGISTRATION FORM

Company Name: _____

Contact Name: _____ Contact Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Student _____ California H.A. License # _____ Last four digits of social security number _____

Dietary or any accessibility needs: _____

Emergency Contact Name and Phone Number: _____

FEE INFORMATION Please fill out a registration form for each person attending the conference.	Early Bird Rate by March 1, 2024	Regular Rate after March 1, 2024	Rate after April 19, 2024	Total
HHP/CA or Nevada Hearing Society Member Full Conference	\$505	\$605	\$705	
Nonmember Full Conference – Registration includes HHP/CA membership through December 31, 2024*	\$735	\$835	\$935	
HHP/CA or Nevada Hearing Society Member Friday or Saturday Only	\$395	\$495	\$595	
Nonmember Friday or Saturday Only	\$495	\$595	\$695	
Staff/Student/Spouse/Guest (No CE Credit)	\$400	\$400	\$400	
10% discount for more than two member attendees from the same practice.				
TOTAL Registration Fees Enclosed or Authorized to Bill Credit Card:				

**Applies to attendees that have not been a member in the past 3 years.*

PAYMENT INFORMATION

- If you are a nonmember and registering for the Full Conference, you can opt out of the automatic membership by clicking here.
- Check made payable to HHP/CA Visa AmEx MasterCard

Name on Card: _____

Card Number: _____

Exp. Date: _____ Security # _____ Billing Zip Code: _____

Card Holder Signature: _____

Online registration available on Events Tab: www.hhpca.org
 Submit Registration Form to: Ajohnson@amgroup.us