

General Information

Dates

Thursday, March 22, 2018
 Friday, March 23, 2018
 Saturday, March 24, 2018

Location

The Central Hotel & Conference Center
 (A Best Western Premier Property)
 800 East Park Drive • Harrisburg, Pennsylvania 17111
 Telephone: 717-561-2800 • Fax: 717-564-2347

ROOM RESERVATIONS:

717-561-2800, Option 4 and then Option 1

(Please call for room reservations by February 28 so we can reach our room commitment)

Hotel Rates

\$94.95 Per Night (plus 11% sales tax) (Single or Double)
 Complimentary wireless high speed access, free local and 800 calls.

Reservations to obtain the special room rate must be made by February 28, 2018. Please identify yourself as making a reservation for the 2018 Mid-Atlantic Hearing Expo.

Registration Includes

- Welcome Reception On Thursday
- 2 Breakfasts On Friday & Saturday
- 2 Buffet Luncheons On Friday & Saturday
- Friday Evening Reception
- Friday Evening Buffet Dinner
- Admission To Manufacturers' Exhibits

CEUs for this program

The International Hearing Society has approved 11.5 hours continuing education credits for the 2018 EXPO.

The Mid-Atlantic Hearing Expo has applied to the American Academy of Audiology to offer AAA CEUs for this program.



IMPORTANT NOTICE

Mid-Atlantic Hearing Expo is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of 1.15 CEUs. Academy approval of this continuing education activity is based on course content only and does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology.

Registration (please print)

Name _____
 Second Attendee _____
 Business Name _____
 Address _____
 City _____
 State _____
 Zip _____
 Phone Number _____
 E-Mail _____

- _____ \$295.00 REGISTRATION FEE FOR THURSDAY, FRIDAY AND SATURDAY
- _____ \$325.00 REGISTRATION FEE (after March 11, 2018)
- _____ \$225.00 REGISTRATION FEE FOR FRIDAY
- _____ \$125.00 REGISTRATION FEE FOR SATURDAY
- _____ \$175.00 FEE FOR SPOUSE OR GUEST at the 2 Breakfasts, 2 Luncheons, Reception & Dinner

\$_____ TOTAL
 (A \$20.00 fee will be charged if you cancel your registration)
 Please make checks payable to the:
 MID-ATLANTIC HEARING EXPO
 100 South 21st Street • Harrisburg, PA 17104

Credit Card Payment:
 VISA MASTERCARD AMEX
 Credit Card Number _____
 Name on Card _____
 Billing Address Number _____
 Expiration Date _____
 Billing ZIP Code _____
 VISA & MC 3-digit security code _____
 AMEX 4-digit security code _____

You can scan your registration & credit card information and Email it to bstewart-phha@comcast.net or fax it to 717-238-2799.

You can register and pay by credit card by going to the Expo website

www.midatlantichearingexpo.net

March 22-23-24, 2018

THE CENTRAL HOTEL & CONFERENCE CENTER

(A BEST WESTERN PREMIER PROPERTY)

800 EAST PARK DRIVE • HARRISBURG, PENNSYLVANIA 17111

ROOM RESERVATIONS: 717-561-2800, Option 4 and then Option 1

(Please call the hotel before February 28, 2018 so we can reach our room commitment)

www.midatlantichearingexpo.net

Mid-Atlantic Hearing Expo Program and Course Abstracts

Thursday, March 22, 2018

7:30 p.m. – 9:00 p.m.

General Session – Industry Update Session – 1.5 hours

Presenters: Carole Rogin, Max Chartrand, Doris Rapisardi and Moderator James Saad

Title of presentation: "State of the Industry and Expected 2018 Developments"

Doris A. Rapisardi, MAS-CCC-Audiologist, has a diverse background with over 20 years' experience in clinical practice, research, administration and product design. Doris is owner of StyleTone Hearing Care, and has been a director and innovator of services at several major area hospital systems in New Jersey. She is named in two US patents and holds four trademarks for goods and services.

Course Description:

Bundling and Unbundling Overview...How did we get here? We are seeing a paradigm shift in hearing health care delivery and market disruption. Why unbundle services: advantages? What are the practical considerations? What are the financial considerations? How do I determine an effective cost and fee structure? Compliance with state/federal laws and regulations. Billing and reimbursement issues. Transparency, service value and effectively communicating with the patient.

Expected Learning Outcomes:

Attendees will gain an understanding of the potential advantages and obstacles of unbundling. A guide will be provided to help determine the practical and financial considerations in their practices when unbundling services.

Friday, March 23, 2018

8:00 a.m. – 9:30 a.m.

General Session--The Central Ballroom – 1.5 hours

Presenters: Jason Galster, Starkey Hearing Technologies

Title of presentation: Artificial Intelligence and machine learning are the future of hearing care, but what does that mean?

Jason Galster leads the Audiology Research group at Starkey Hearing Technologies. He holds a Ph.D. in audiology from Vanderbilt University with a minor focus in electrical engineering. Dr. Galster's research interests include room acoustics, pediatrics, signal processing and most recently, interpreting individual variability in the outcomes of patients with hearing aids.

Course Description:

The steady march of technology is changing our personal and professional lives. We control our homes and place orders with our voice, cars drive themselves, and computers are diagnosing disease with greater accuracy than any human. Common to all of these mega trends is the influence of artificial intelligence or AI. What is AI? In this session, we will deconstruct the concept of an artificial intelligence to understand the systems that give computers the power to make decisions and learn.

Hearing technology isn't developed in a vacuum. The advances driven by AI are influencing current treatments for hearing loss and will fundamentally change the treatments of the future. In the latter portions of this session, we will discuss the convergence of AI and hearing technology to understand how our clinical behavior will change to provide treatments that are differentiated from a hearing aid that could be purchased off a shelf at the drug store.

Expected Learning Outcomes:

1. Attendees will be able to define and cite examples of machine learning
2. Attendees will be able to cite examples in which artificial intelligence contributed to the development of modern instrumentation and will contribute to the development of future hearing technology
3. Attendees will understand opportunities to differentiate clinical treatments for hearing loss from those that can be pursued without professional intervention

9:30 a.m. – 9:45 a.m. Break

9:45 a.m. – 10:45 a.m.

General Session – The Central Ballroom

Vendor Presentations:

1. Carrie Boss, Starkey Hearing Technologies

Title of presentation: Better Hearing for Life

Carrie Boss, Au.D. is the Field Technology Specialist for Central and Western Pennsylvania. Dr. Boss joined the Starkey Hearing Technologies team in July of 2014 after completing her B.A. at the University of Pittsburgh and her Au.D. at Arizona State University. Dr. Boss's collective clinical experiences have included diverse patients and providers in a broad range of settings, including ENT offices, hospitals and private practices.

Course Description:

Attendees will understand how spatial hearing assists in providing a sense of immersion in their environments and how deficits may lead to withdrawal and depression. This course will provide a variety of hearing solutions available for patients with mild to profound hearing loss including rechargeable options and will also review the amplification solutions that provide customization in the field.

(Continued)

Mid-Atlantic Hearing Expo Program and Course Abstracts

Expected Learning Outcomes:

Upon completion, participants will be able to:

1. Identify the benefits of technology that enhances spatial hearing
2. List two technology developments that provide wireless connectivity for patients
3. Identify the benefits of providing high frequency directionality in a quieter environment
4. Identify products and strategies that allow the professional to be the ear expert and meet the needs of patients

2. Presenter: Colleen Whalen, Instrumentation Associates

Title of presentation:

Let's Get Moving... Happy clients equals = sales = PROFIT

Colleen Whalen has over 20 years in the business offering sales and excellent support nationwide. Instrumentation Associates, Inc. has over 40 years in sales and service of audiometric equipment with onsite services in NY, NJ, PA and DE. Please visit our website: www.instrumentationassoc.com

Course Description:

Learn the many opportunities available to you to help your clients on the road.

Expected Learning Outcomes:

1. Learn what hardware options are available to get your office in many more places!
2. Learn what software is available to help you help your patients – WIN WIN
3. Learn how to make it easier for your clients to see you by you going to see them.

3. Presenter: Patrick Kochanowski, ACA, BC-HIS, International Hearing Society

Title of presentation: National Updates for the Hearing Aid Professional

Course Description:

This presentation will focus on several key issues impacting the hearing aid dispensing profession, including activity at the federal level by Congress and workgroups related to the development of an over the counter hearing aid classification, along with new IHS resources to assist with business development activities.

Expected Learning Outcomes:

- Understand Congressional guidelines for over-the-counter hearing aid classification development
- Identify opportunities for advocating for policies that support patient safety and high quality patient outcomes
- Broaden awareness of new tools and resources for hearing aid professionals related to practice management

4. Presenter: Julee Hafner, Ph.D., Speaker, Author and Mentoring Consultant

Title of presentation: The 7 Tactics to Communication Completions

As skilled professional with expertise in relationship-building, Julee develops effective communication with individual clients, in teams, and across organizations. Specializing in the communication enhancement strategies for leaders, teams and organizations, she helps identify and remove unproductive habits hindering personal development. She holds an M. S. in Communication and a Ph.D. in Leadership, and is available to help you on your personal journey to success.

Course Description:

Let's face it; some people are more skillful than others, especially in communicating. Communication tells something about you and who you are as a professional. You can't avoid communicating something when interacting with others. Statistics suggest that our communication completions can help or reduce our successes in all our business dealings.

Expected Learning Outcomes:

1. To identify hidden messages within communication.
2. To identify the seven communication completion tactics to help all hearing professionals improve patient service and avoid misunderstandings.
3. To enhance trust-building skills and interact more effectively with your clients.

10:45 a.m. – 11:00: a.m. Break

11:00 a.m. – 12:30 p.m. General Session – The Heritage Room – 1.5 hours

Presenter: Carole M. Rogin, Strategic Advisor, Hearing Industries Association

Title of presentation: "See You on Aisle 7?"

Carole is a strategic advisor to the Hearing Industries Association (HIA), headquartered in Washington, DC, following over 3 decades of service as HIA's President. HIA is the trade association of the companies that manufacture hearing aids and component parts and that supports the Better Hearing Institute (BHI) and the MarkeTrak research. Prior to joining the HIA staff, Carole worked as a Project Director at the ASHA National Office and practiced speech pathology. She holds both a master's and bachelor's degree in Speech-Language Pathology from the George Washington University and the University of Virginia, respectively.

Course Description:

The past year brought the most sweeping change to the hearing care industry since the passage of the Medical Device Amendments of 1977 and the full impact will not be known for years. When he signed the Over-The-Counter(OTC) Hearing Aid Act of 2017 in August, President Trump put into motion a process that will conclude not later than three years from now with a new regulatory category of hearing aids and new delivery system for hearing health care – in large part, Do It Yourself (DIY). This session will trace the journey to OTC, provide some insight into what this new form of hearing health may look like, and provide suggestions for preparing your business.

Expected Learning Outcomes:

At the conclusion of the presentation, attendees will be able to:

- Identify at least three aspects of OTC hearing aids that will certainly be required
- Develop a list of new questions/comments/concerns stemming from new DTC advertising that professionals will need to be ready to address
- Assess the need for new processes and pricing structures in their businesses to address the DIY environment

12:30 p.m. – 2:30 p.m. Lunch with our Exhibitors –

The Central Ballroom (Please visit with our exhibitors)

2:30 p.m. – 3:30 p.m. General Session – The Central Ballroom– 1 hour

Presenter: William Dickinson, VP of Audiology Phonak/Sonova USA

Title of presentation: Successful Practice in Today's Landscape... Don't Miss the Moments!

Dr. Dickinson joined Phonak in 2013 after nearly a decade serving as Assistant Professor in the Department of Hearing and Speech Sciences at Vanderbilt University, in Nashville TN. He received his AuD from Central Michigan University and has been a strong proponent of patient empowerment and a tireless advocate for persons with hearing loss.

Course Description:

Today's hearing healthcare landscape is changing at unprecedented speed, resulting from extensive legislative and governmental debate over the last several years. Improving awareness, access and affordability to proper hearing care has been a longstanding traditional goal of the hearing care profession. This sea change will undoubtedly open windows of opportunities that otherwise may not have opened if not for the recent national debate on hearing care. This course will explore ways to implement such opportunities into everyday practice.

Expected Learning Outcomes:

Identify traditional shortcomings that have been suggested as gaps in current practice, and achieve understanding of the new opportunities and responsibilities for the hearing care practice to address hearing awareness and accessibility in their local community.

3:30 p.m. – 3:45 p.m. Break

3:45 p.m. – 4:45 p.m. General Session – The Central Ballroom – 1 hour

Presenter: Max Stanley Chartrand, Ph.D, CSP, (Behavioral Medicine) chartrandmax@aol.com

Title of presentation: Video Otoscopy Biomarkers (FDA Red Flags & other otorelated conditions), Referral, and Hearing Instrument Considerations

Dr. Max Stanley Chartrand, Ph.D., BC-HIS, CSP is a professional educator, widely published author, and professor of Behavioral Medicine. He serves on the Federal & State Advocacy Committee of the International Hearing Society, and the state advisory committee for Speech Pathologists, Audiologists, and Hearing Aid Providers in his home state. He promotes the advancement of education and professional skills for all the hearing health professions, and for hearing impaired consumers.

Course Description:

- I. Introduction
 - A. What are biomarkers? (as defined by NIH)
 - B. Review of 1978 FDA Red and subsequent updates
- II. Public health trends affecting dispensing practice
 - A. Rapid rise in acidosis-related & ototoxicity conditions
 - B. New causal factors in hearing loss & tinnitus
- III. External Auditory Canal Physiology & Neurophysiology
 - A. Keratin growth and abnormalities
 - B. EAC mechanoreceptors & reflexes
 - C. Differentiation: Impacted cerumen, keratosis obturans, external ear cholesteatoma
 - E. Relate to Case History Notes/Patient Reports
 - F. Impression/earmold considerations
 - G. Referral and fitting considerations
- IV. Presented Case Histories: Q&A .

Expected Learning Outcomes:

1. Define video otoscopy biomarkers and the FDA eight Red Flags.
2. Describe EAC mechanoreceptors and other features of EAC physiology as they relate to hearing instrument fitting tasks.
3. Observe ototoxicity and changes in health demographics of the hearing impaired population.
4. Differentiate ear conditions and abnormalities for disposition to fit or refer.
5. Apply principles of video otoscopy and ear physiology more effectively in audiology practice

5:00 p.m. – 6:00 p.m. State Association Meetings

6:00 p.m. – 7:00 p.m. Reception with Exhibitors – The Central Ballroom

7:00 p.m. Dinner with Exhibitors – The Central Ballroom

Saturday, March 24, 2018

8:00 a.m. – 9:30 p.m. General Session – The Central Ballroom – 1.5 hours

Presenter: Max Stanley Chartrand, Ph.D, CSP, (Behavioral Medicine)

Title of presentation: : OK, OTC is coming. Now What?

Course Description:

An exciting and sobering presentation that explores the Trojan Horse provisions of PCAST and PSAPs, and what research reveals as to what is really holding back the hearing impaired from taking advantage of a cornucopia of hearing help. Now, if we get this wrong, we could erase decades of hard won consumer protections, and see dramatic changes in what is considered the best, lowest cost, and most responsive delivery system in the world.

Course Objective:

To bring consensus, understanding, and positive action into current issues relative to the PCAST/NAS recommendations and related issues that will help unify and provide a basis for hearing health professionals to improve the dispensing practice and to preserve and improve consumer protections that have benefitted the hearing-impaired population in recent decades.

Expected Learning Outcomes:

1. Recount history and development of modern dispensing and consequent regulatory, credentialing, professional education, and consumer protections.
2. Stimulate understanding and discussion of PCAST, PSAPs, NAS and other current issues, and how to protect consumers and professionals from the folly of misguided narratives.
3. Improve consumer education, along with that of the regulators that are charged with empowering them, relative to accessibility, assessment protocols, quality

of care, and the vital importance of preserving interactive community hearing health care teams.

4. Mobilize hearing health professionals, consumer organizations, and regulatory entities to assure any changes to regulations will be based on sound principles and practical considerations that are best for all stakeholders.

9:30 a.m. – 9:45 a.m. Break

9:45 a.m. – 11:15 a.m. General Session – The Central Ballroom – 1.5 hours

Presenter: Danielle Robertson, Education Specialist, Sivantos

Title of presentation: Improving Patient Satisfaction with Own Voice Processing.

Dr. Robertson is an Educational Specialist for Sivantos, Inc. Her responsibilities include training customers on software and products. She has 7 years of experience working in ENT settings with children and adults, as well as two years of experience focusing on audiology care for children 0-3 years of age. Danielle received her bachelor's degree in Psychology from Arkansas State University in 2002 and a doctoral degree in Audiology from Missouri State University in 2007.

Summary/Abstract:

The unnatural sound of the patient's own voice is a leading factor that contributes to hearing aid dissatisfaction. Hearing care professionals often use solutions for own-voice issues that in turn, reduce the patient's audibility. By using real-time detection of the wearer's voice and then implementing unique own-voice processing (OVP), the own-voice issue can be significantly improved. Learn how the new Signia Nx hearing aids offer superior hearing while still addressing common wearer concerns.

Learner Outcomes:

1. After completion of this course, participants will be able to define the new advances in the Nx platform.
2. After completion of this course, participants will be able to describe the benefits for the wearer of Own Voice Processing.
3. After completing this course, participants will be able to list the devices on the Nx platform.

11:15 a.m. – 11:30 a.m. Break

11:30 a.m. – 12:30 p.m. General Session – The Heritage Room – 1 hour

Presenter: Michael Poe, A.S., VP of Technology and Training, Auditdata, LLC

Title of presentation: Verify and Validate — Challenge the OTC Revolution and WIN!

Michael Poe, A.S. is President of Outback Enterprises, Inc. and VP of Technology and Training for Auditdata LLC. Michael is the inventor of "Live Speech Mapping" which was first introduced in 1997. His career spans more than four decades in the field of Audiology. He has been directly involved in the design and development of many of the audiometers and REM systems used in modern hearing health care clinics around the world.

Course Description:

This presentation is about Hearing Health Care Providers being able to build a successful, sustainable practice in the current disruptive OTC market. Live Speech Mapping/REM are the gold standard for verifying hearing aid gain, output and patient audibility. This allows for the patient to experience how features work and how they relate to their needs and desires. Advanced features such as Noise Reduction and Speech in Noise will be reviewed. This course is specifically designed to help you separate the Product and Process from your *Purpose* as a Hearing Care Provider.

Learning Objectives:

After this course, participants will be able to use Probe Microphone measurements to:

- Master techniques to demonstrate amplified speech using Live Speech Mapping
- Get your ACT together and use the patient's unique residual dynamic range to make soft speech audible, conversational speech comfortable, and loud speech and loud sounds tolerable
- Demonstrate the advanced features of today's high-tech hearing instruments to include Noise Reduction and Speech in Noise

12:30 p.m. – 1:30 p.m. Lunch – The Central Ballroom