

## **Thursday, March 21, 2019**

**7:30 p.m. – 9:00 p.m. General Session---Industry Update Session – 1.5 hours**

**Presenters for Panel Discussion: Carole Rogin, David Fabry and Moderator James Saad**

**Title of presentation: State of the Industry**

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.

**Financial Disclosure: None Non-Financial Disclosure: None**

- The Federal Trade Commission-- -Unbundle Services?
- US Food & Drug Administration ---Bose
- Legislation on the state level---Benefits or Problems?
- Will you stock OTC devices?—Will it be a Negative if you do not.
- Labeling of OTC devices—Timeline for implementation

### **Course Description:**

Advantages of and obstacles to unbundling... Approval of Bose hearing aid... OTC products... Will you sell OTC devices? Importance of labeling OTC devices... Impact of OTC devices... We are seeing a paradigm shift in hearing health care delivery and market disruption. What are the practical considerations?... What are the financial considerations? How do I determine an effective cost and fee structure?... Changes in State laws and regulations?... Billing and reimbursement issues.... Service value and effectively communicating with the patient.

### **Expected Learning Outcomes:**

Attendees will gain an understanding of the dynamic changes occurring in our industry. Additionally, they will receive valuable insight from industry insiders, on the best way to position their individual practices to provide their patients with exceptional service and outcomes.

**Financial Disclosure: None Non-Financial Disclosure: None**

## **Friday, March 22, 2019**

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

**Presenter:** Dave Fabry is Chief Innovation Officer at Starkey Hearing Technologies  
dave\_fabry@Starkey.com

**Title of Presentation: Li-ions and Trackers and BAERS – Oh My!**

Dave holds a Ph.D. in audiology from the University of Minnesota. His professional experience includes positions as a Research Audiologist at Walter Reed Army Medical Center, Chief of Audiology at the Mayo Clinic in Rochester, Minn., and Chief of Audiology at the University of Miami's Miller School of Medicine. Fabry is a prolific writer, having served as an Associate Editor for Ear and Hearing, Editor of American Journal of Audiology, Associate Editor for Audiology Online and Editor of Audiology Today. He has published more than 50 articles in peer-reviewed journals. Fabry has presented widely in the U.S. and internationally and has served as a board member and president of the American Academy of Audiology, from which he received the Distinguished Service Award in 2009.

**Course description:** In the United States, an estimated 30 million individuals have measurable hearing loss, yet according to MarkeTrak IX (2015), only 30.2% of those with hearing loss own hearing aids. In recent years, numerous federal agencies have focused their attention on increasing hearing aid use, primarily through improving accessibility and affordability. This session will focus on the impact of those changes on the hearing aid distribution process. Included topics will cover OTC, “healthables”, telehealth, and third-party pay. Audience participation is encouraged

**Expected learning outcomes:** participants will understand how OTC may actually increase awareness for the importance of healthy hearing, how healthables can engage the Baby Boomer market, and how telehealth can improve practice efficiency.

**Financial Disclosure: None Non-Financial Disclosure: None**

**9:30 a.m. – 9:45 a.m. -----Break**

**9:45 a.m. – 10:00 a.m. General Session---The Central Ballroom –**

**1. Vendor Presentations: .15 hours**

**Presenter: Alyssa Ricevuto, AuD, CCC-A, F-AAA, Clinical Trainer, Phonak**

[Alyssa.Ricevuto@phonak.com](mailto:Alyssa.Ricevuto@phonak.com)

**Title of the presentation: The Marvelous new Marvel hearing aid**

Alyssa Ricevuto joined Phonak in 2017, after working in the private practice/ENT setting for ten years. Dr. Ricevuto received an undergraduate degree in Communication Sciences and Disorders along with a minor in Gerontology from the University of Connecticut. She then received her Doctor of Audiology degree from the University of Oklahoma Health Sciences Center in 2007.

Her clinical experience includes vestibular testing, VEMP, and ABR testing, as well as the selection and fitting of hearing aids and assistive devices. Dr. Ricevuto is also certified in tinnitus therapy using the Jastreboff method.

Dr. Ricevuto is a member of the American Speech, Language and Hearing Association and is a fellow of the American Academy of Audiology.

**Course Description:** First fit acceptance is often hard to overcome with new hearing aid wearers. With the new Marvel technologies Phonak has increased the first fit acceptance without compromising on sound quality or speech intelligibility. Marvel also streams binaurally to ANY Bluetooth phone. Experience the Marvelous sound of Marvel, proving ease of use and love at first sound to every hearing aid wearer.

**Expected Learning Outcomes:** Attendees will be able to identify the current form factors available for Marvel, the benefits of Marvel technologies and charging options and the new SDS (sound distribution system) and domes.

**Financial Disclosure: None Non-Financial Disclosure: None**

**10:00 a.m. – 10:15 a.m. General Session---Title of presentation:**

**Vendor Presentations: .15 hours**

**2. Presenter: David Shuttleworth, Starkey Hearing Technologies [David.Shuttleworth@starkey.com](mailto:David.Shuttleworth@starkey.com)**

**Title of presentation: Livio AI & Thrive: The World's First Hearing Aid with Integrated Sensors and A.I.**

David Shuttleworth is the Starkey Hearing Technologies field sales representative for the greater Philadelphia area. He has twenty-five years of experience in hearing health care. After spending five years working for an occupational mobile testing company that specialized in OSHA compliant hearing

testing and reporting, David then spent the next 16 years in hearing and balance equipment sales and service. Over the last four years with Starkey Hearing Technologies, he has specialized in helping his clients grow their hearing aid practices by actively utilizing consultative selling approaches for the development of current and new business referrals.

**Course Description:** Hearing care can be the gateway to better overall health. Livio AI takes the best hearing technology and combines it with the first integrated sensors and AI for body and brain tracking. This course will provide an overview of the Livio product family.

**Expected Learning Outcomes:** After this course learners will be able to describe the styles and technology levels that are available in the Livio and Livio AI products. After this course learners will be able to describe the basic functions of the Thrive mobile app.

**Financial Disclosure: None Non-Financial Disclosure: None**

**10:15 a.m. – 10:30 a.m. – 10:45 a.m. General Session---**[pkochanows@aol.com](mailto:pkochanows@aol.com)

**3. Vendor Presentations: .15 hours**

**Presenter: Patrick Kochanowski, ACA, BC-HIS** is the Secretary of IHS and has been the Central East Coast Territory Governor for IHS since 2011.

**Title of the presentation: International Hearing Society Course Description: 2019 Report**

**Course Description:** Over-the-Counter Hearing Aids: find out what the Bill will do? The Fit to serve H.R. 3471 Bill passed, learn what the next steps are. Other key federal issues will be discussed including the Dept. of Labor Apprenticeship program. Updates on the current Tinnintus Care Certificate Provider Program

**Expected Learning Outcomes:** Attendees will learn about IHS Key Priorities, Member Representation and Advocacy, Professional and Business Development, Networking and tools.

**Financial Disclosure: None Non-Financial Disclosure: None**

**10:30 a.m. – 10:45 a.m.-----Break**

**10:45 a.m. – 12:00 p.m. General Session--- The Heritage Room – 1.15 hours**

**Presenter: Doris Rapisardi, MAS-CCC-A, StyleTone Hearing Care.** [styletonehearing@gmail.com](mailto:styletonehearing@gmail.com)

**Title of Presentation: Unbundling Hearing Instrument & Associated Service: Models and Financial Consideration, Strategic Planning and Implementation**

Doris A. Rapisardi has a diverse background with over 20 years of experience in clinical, research, administration, product design, public speaking and patient advocate. Doris is the owner of StyleTone Hearing Care, Private Practice. Doris has been a director and innovator of hearing care services at several major N.J. hospitals. Doris is named in two United States Patents, holds four trade marks for goods and services, developed the first universal infant hearing screening program in Morris County NJ and is a published author. StyleTone Hearing Care is dedicated to and actively provides community outreach to raise awareness of healthy hearing for healthy living for all ages.

**Course Description:** “Unbundling Hearing Instrument & Associated Service is Upon Us:

\*Various Models, Determining Pricing Structure, Strategic Planning, and Implementation

\*Unbundle Service: Structure, definition and implications.

\*Bundled Services: Structure, definition, services that may remain bundled

\*Hybrid Model

- \*Differentiating Professional Services from the Device in a disruptive market.
- \*Consumer Perceptions
- \*Categorizing and Identifying Services Provided and Productivity
- \*Hypothetical Practice Model, Work Flow, Productive Hours, Office Expenses, Cost /Hourly
- \*Rate, Revenue, Setting
- \*Pricing structure examples: Tracking new opportunities (Disclaimer Prices listed are for illustrative purposes only)
- \*Implementation: Customize to your practice and what makes sense, Itemized Charge Master in place, Consistent Pricing Structure/Policy, Preparing Staff/Training, Flow of Office, Daily Communication with Staff, Educating the Consumer

**Learning Outcome:** The attendees will gain specific knowledge on various models/implications of unbundling and bundling, they will be provided with specific examples to illustrate how to approach unbundling, a hypothetical model as a tool for their office and a guide to implementation and identifying new opportunities. This course will provide practical and financial considerations in unbundling hearing instrument & associated services. Disclaimer: The hypothetical model is used for illustrative purposes).

**Financial Disclosure: None Non-Financial Disclosure: None**

**12:00 p.m. - 12:30 p.m. -----State Association Meetings**

**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**

**Presenters:** Alyssa Ricevuto, AuD, CCC-A, F-AAA, Clinical Trainer - [Alyssa.Ricevuto@phonak.com](mailto:Alyssa.Ricevuto@phonak.com) and Brandy Heckroodt, AuD.- [brandyheckroodt@phonak.com](mailto:brandyheckroodt@phonak.com)

**Title of Presentation: eAudiology--Bringing Engagement, Ease and Empowerment to Service Provision**

Brandy is a native of New Hampshire and received undergraduate degrees in English and Communication Sciences in Disorders from the University of New Hampshire. In 2008, she earned her Doctor of Audiology degree from Nova Southeastern University. Brandy joined Phonak in 2012, and enjoys allowing individuals and their families to live a life without limitations.

**Course Description:**

Telemedicine is a significant and rapidly growing segment of healthcare. In fact over half of all hospitals in the United States currently offer some form of telemedicine. This talk will explore the opportunities and growing appetite for applying telehealth in Audiology. A vision will be illustrated for the future of audiology care and how technology can help us to engage with new patients, improve the ease with which hearing care is accessed, and empower people to achieve better hearing-related outcomes. Solutions throughout the hearing healthcare continuum from hearing screening to downstream hearing aid support will be described. Finally we will share the outcomes of internal and external research. This data will include several perspectives from patient focus groups, to clinician’s perceptions and feedback, to hearing outcomes and performance data.

**Expected Learning Outcomes:**

1. Name 3 teleaudiology solutions
2. Describe 3 outcomes of research

3. Name 3 ways in which engagement, ease or empowerment are delivered by teleaudiology solutions.

**Financial-Phonak employee who receives a salary for employment for teaching/speaking**

**Financial Disclosure: None Non-Financial Disclosure: None**

**3:30 p.m.--3:45 p.m. -----Break**

**3:45 p.m. - 5:15 p.m. General Session --- The Central Ballroom – 1.5 hour**

**Presenter: David Fabry, Doug Lewis and Jim Saad (Moderator)**

**Title of presentation: Industry Consolidation and Your Practice, Understanding the Market And Thriving In It!**

**Course Description:** Panel discussion concerning Hearing Health Care Providers and what they can do to proactively build a successful and sustainable practice in today’s rapidly changing hearing health care market. Driven by audience questions and concerns, this course will provide valuable insights into current industry trends, as well as proven tools and tactics to implement into your everyday practice to meet and exceed your patients’ expectations. Today’s hearing healthcare landscape is changing at unprecedented speed, are you equipped to keep pace?

**Expected Learning Outcomes:**

Upon completion of this course, attendees will be able to:

1. Identify trends influencing hearing aid practices and opportunities for improving hearing healthcare access in your community
2. Identify two areas within a practice that lead to a more engaging service experience
3. Identify two tools that help hearing healthcare professionals build trust with their patients

**5:30 p.m. - 6:30 p.m. ----- Reception with Exhibitors -- The Central Ballroom**

**6:30 p.m. – 7:30 p.m. -----Dinner with Exhibitors and Live Auction**

**Saturday, March 23, 2019**

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

**Presenter: Julee Hafner, Ph.D, Speaker, Author, and Mentor, [DrJuleeHafner@gmail.com](mailto:DrJuleeHafner@gmail.com)**

**Title of presentation: The Art of Change: The Science of Unlearning Masterclass: 5 Ways to EmbraceTransformation**

Dr. Julee is a communication connection speaker with expertise in communication strategies for individuals, teams, and within organizations. Positive outcomes are realized through change: Dr. Julee helps identify and remove unproductive habits hindering business success. She holds a PA. Hearing Aid Fitter license, an M.S. in Communication, and a Ph.D. in Leadership. She is the author of, The 7 Tactics to Communication Completions and Workbook as well as a contributor to bestseller- The Refractive Thinker. She continues to present at conferences, including MAHE. She is available to help you on your personal journey to success.

**Course Description:** The impact of change on organizations is never-ending. To remain competitive in the current climate, understanding effective change processes is essential for business professionals. In this masterclass, attendees will take away practical skills to improve their understanding of effective change needed for competency updating and improved leadership in their business.

**Expected Learning Outcomes:** In this Masterclass, the student will learn:

- ✓ How to use powerful leadership strategies to make a difference for your organization
- ✓ To understand the concept of Unlearning and its impact on change
- ✓ To use your ability to create ease during transformation
- ✓ To support others in your organization

Contact: [drjuleehafner.com](http://drjuleehafner.com) for additional information or to schedule your keynote, workshop, or mentoring session.

**Financial-She receives her conference/ travel expenses to present at MAHE- 2019.**

**9:30 a.m. – 9:45 a.m. -----Break**

**9:45 a.m. - 10:45 a.m. General Session --- The Central Ballroom – 1 hour**

**Presenter: Blaise DelFino** [Blaise@audiologyservicesllcpa.com](mailto:Blaise@audiologyservicesllcpa.com) Audiology Services and Fader Plugs

**Title of presentation: Bootstrap and Start Up**

Blaise Delfino earned a Bachelor of Science in speech-language pathology from East Stroudsburg University in 2014. After graduating he worked for his family’s private practice, Audiology Services, where he enhanced his hearing healthcare knowledge and skills. In 2015, he returned to ESU for graduate school pursuing a master’s degree in communication sciences and disorders. Around this same time, he came up with an idea to create an earplug that he described as “the world’s first adjustable earplug that allows users to control how much sound enters the ear and allows them to select the amount of attenuation they want for a memorable hearing experience at a concert, sporting event, or while working on a job site.” He called his invention “Fader Plugs.”

In April 2016, Blaise won the Pennsylvania State System of Higher Education Business Plan Competition, which included a \$10,000 prize toward development of his creation and complimentary office space the ESU’s Innovation Center. In 2017, Blaise won the TecBRIDGE Business Plan Competition where he was awarded \$110,000 of cash and in-kind services. In 2017, Blaise was awarded a BIZZY Award for ESU’s Innovator of the Year and the Geek Award. In 2018, Blaise was awarded a 40 under 40 award. In fact, he was the youngest award recipient. Blaise’s company is the first of its kind to release and hold a patent for adjustable earplugs.

**Course Description:** Have you lost the excitement to grow your practice? Are you struggling with patient acquisition? Too much month at the end of the money? Let’s go back to when you first started your clinic. You were excited, ambitious, and ready to take the world by storm. Bootstrap and start up will discuss systems and growth strategies that will influence your cash flow, patient retention/acquisition, and how to dominate your market.

**Learner Outcomes:**

- a. Grow your practice exponentially
- b. Work ON your business rather than IN your business
- c. Implementation of social media strategies to grow your database
- d. Patient retention and acquisition

**Financial- Yes – potential consulting opportunities if practice owners perceive value from my presentation**

**11:15 a.m.--11:30 a.m. ----- Break**

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

**Presenter: Doug Lewis -** [dlewisexcalibur@gmail.com](mailto:dlewisexcalibur@gmail.com)

**Title of presentation: Hearing Aid Dispensing Best Practices**

Dr. Doug Lewis is President and Owner of Excalibur Business Consultants, LLC and Excalibur Hearing and Audiology consulting in a wide range of areas involving healthcare, business, microenterprise development, and law while also maintaining a small law practice on the side. He also serves as General Counsel and Compliance Officer for several other related organizations and works as a Consulting Clinical Audiologist for several entities and an ENT Practice. He is an active Faculty Member for nine universities teaching in a wide variety of subject matters encompassing such areas as law and ethics, business, healthcare, clinical and administrative practice, science, nutrition, anatomy and physiology, pharmacology and medicine. Dr. Lewis is an instructor for the International Hearing Society's ACA program and Chair of the IHS Institute for Education. He considers himself a lifelong adult learner, having earned an AuD degree along with a Ph.D, JD, three Masters Degrees, two Bachelors Degrees, and an Associates Degree. He maintains professional licensure and practices in Law, Clinical Audiology, Insurance, Securities Analysis, and Nursing Home Administration along with earning numerous association certifications and registries. It's not all about work, although he do love to stay busy. In the off-time, he works out extensively and is founder and leader of the Columbus, Ohio based Dance and Rock Band Paradigm Shyft.

**Course Description:** IHHIS Education Committee recommendations for practitioners to adopt a Best Practices mindset in serving their patient/clients with universally recognized and accepted standards of practice in dispensing.

**Expected Learning Outcomes:** Convey to attendees the rationale for following a uniform means of dispensing throughout the entire process: Pre-fitting, Fitting, and Post-Fitting care.

**Financial Disclosure: Paid Speaker**

**12:30 p.m. -1:30 p.m. -----Lunch -- The Central Ballroom**