

# MISSOURI HEARING SOCIETY

ANNUAL CONVENTION AND EDUCATION SEMINAR

MARCH 7-9, 2019



University Plaza Hotel & Convention Center  
333 John Q. Hammons Parkway  
Springfield, MO



# MISSOURI HEARING SOCIETY ANNUAL CONVENTION AND EDUCATION SEMINAR

## AGENDA

### THURSDAY, MARCH 7, 2019

8:00 p.m.  
**MHS Membership Meeting**.....Tablerock

### FRIDAY, MARCH 8, 2019

7:00 a.m. – 7:45 a.m.  
**Registration/Exhibits Open/Breakfast**.....Kansas/Oklahoma

7:45 a.m. – 8:00 a.m.  
**Welcome/Announcements**.....Illinois  
**Jorgen (Yon) Wibskov, MHS President, Farmington, MO**

8:00 a.m. – 11:00 a.m.  
**“Issues in Normal Hearing, Hearing Loss, Cognition and Amplification”**.....Illinois  
**Douglas L. Beck, MA, CCC-A, FAAA, AuD, Oticon Inc., Somerset, NJ**

In general, the people who seek the services of a hearing care professional have audiometric hearing loss. However, there are tens of millions of people who would benefit from an improved signal-to-noise ratio (SNR), who have hearing thresholds within normal limits (WNL). In this three-hour presentation, we will explore issues and ideas related to improving the quality of life and improving communication ability, through an improved SNR, and the tools which have been shown to be effective for people with and without audiometric hearing loss.

11:00 a.m. – 11:30 a.m.  
**Break/Exhibits Open**.....Kansas/Oklahoma

11:30 a.m. – 12:30 p.m.  
**Round Robin with Exhibitors**.....Kansas/Oklahoma

12:30 p.m. – 1:30 p.m.  
**Lunch/IHS Presentation**.....Kansas/Oklahoma  
**Jordan McMillin, BC-HIS, IHS Governor Central Region, Fairview Heights, IL**

### SILENT AUCTION

1:30 p.m. – 2:45 p.m.  
**“Sales! The Dirty Word”**.....Illinois  
**Ted Venema, PhD, FAAA, Coquitlam BC, Canada**

In 1989, 53% hearing aids sold were sold to 1<sup>st</sup>-time users. In 2008, that dropped to 37% (MarkeTrak, 2009). Today’s hearing aids are *better* than those of 1989, so what has happened here? Is it the issue of stigma, that hearing aids make one look old? Nope, everyone’s wearing “ear-gear” today, in their cars, in the mall, everywhere! There are far more potential hearing aid wearers today than in 1989; yet, the big promise of the baby-boomer bulge buying hearing aids has not happened. We are selling a product that’s better than it’s ever been, to a public that has become accustomed to wearing things in their ears, and there are more potential clients than ever before.

2:45 p.m. – 3:00 p.m.  
**Break/Exhibits**.....Kansas/Oklahoma

3:00 p.m. – 4:00 p.m.

**“Patient Counseling”**.....Illinois

**Jonathan Mikhail, MS, AuD, FAAA, Area Hearing & Speech Clinic, Joplin, MO**

**Hany M. Mikhail, MD, AuD, FAAA, Area Hearing & Speech Clinic, Joplin, MO**

A two-fold course on the ever-changing world of patient communication and its correlation to business practice, while counseling patients through different medical conditions and their implications related to their hearing health. This course will expand on communicative approaches with pediatric and adult care to help shape and grow your business from when the patient enters your practice to the moment they leave.

4:30 p.m. – 6:00 p.m.

**OTC Reception**.....1001 East Chestnut Expressway, Springfield, MO

*Buses will be in front of the hotel to take you to Ozark Technical Community College and return.*

**6.0 CEU'S**

**SATURDAY, MARCH 9, 2019**

7:00 a.m. – 7:40 a.m.

**Registration/Breakfast**.....Oklahoma

7:40 a.m. – 7:45 a.m.

**Welcome/Announcements**.....Illinois

**Jorgen (Yon) Wibskov, MHS President, Farmington, MO**

7:45 a.m. – 9:45 a.m.

**“New Innovations in Dementia Prevention and Hearing”**.....Illinois

**David R. Larsen, MFHD, American Brain Council, Layton, UT**

**Cynthia Brewster, MS, CCC-SLP/L, LA**

An update on the most relevant new findings for hearing professionals in the field of brain health and dementia prevention. Nearly 90% of cognitive decline can be reversed with the help of hearing aid and new information. How you can help.

9:45 a.m. - 10:15 a.m.

**Break/Hotel Checkout**.....Oklahoma

10:15 a.m. – 11:45 a.m.

**“Psychology of Aging”**.....Illinois

**Eloise Thomas, MS, MA, Ozarks Technical Community College, Springfield, MO**

When an older adult shows symptom of disease, family members and healthcare workers often attribute these as signs the person is “just getting older.” In addition, because several disorders, including hearing loss, dementia, and depression, have some similar symptoms, misdiagnosis is common. In this presentation, we will explore some of the common stereotypes and myths our culture has about aging, focusing on the damage they cause for society in general and specifically for clinicians.

11:45 a.m. – 1:00 p.m.

**Lunch/Awards/Silent Auction**.....Oklahoma

1:00 p.m. – 2:30 p.m.

**“Signia Own Voice Processing Solves the Open Fitting Dilemma”**.....Illinois

**Diana Ackerman, AuD, CCC-A, Signia, Bloomington, MN**

Open fittings lead to better perception of own voice quality, but compromise the effectiveness of hearing aids in terms of gain and signal processing. This session illustrates some of these pitfalls using real ear measurement results. It also describes how Signia Nx Own Voice Processing (OVP) overcomes these issues by improving the perceived sound quality of the wearers own voice without compromising the processing of external sounds.

2:30 p.m. – 2:45 p.m.

**Break**.....Oklahoma

2:45 p.m. - 4:15 p.m.

**“Hearing Loss & Cognitive Decline”**.....Illinois

**Ted Venema, PhD, FAAA, Coquitlam BC, Canada**

Hearing loss, does it *cause* Dementia & Alzheimers? There’s lots of articles out there floating around, from general public health magazines to highly scientific research articles, about the “link” between hearing loss and cognitive decline. Many clinicians and also, hearing aid manufacturers have seized upon what they see as an opportunity to use these as a scare tactic whereby to increase sales. What is forgotten or not known here is the difference between research showing cause versus research showing association. There’s a big difference. If hearing loss *causes* cognitive decline, then some absurd conclusions would arise; are young people with hearing loss walking around with dementia?

4:15 p.m. **Adjournment**

**6.0 CEU’s**

### ABOUT YOUR SPEAKERS



**DOUGLAS L. BECK, MA, CCC-A, FAAA, AuD** earned his master's degree at the University of Buffalo (1984) and his doctorate from the University of Florida. He began his career in Los Angeles at the House Ear Institute in cochlear implant research and intraoperative cranial nerve monitoring. By 1988, he was Director of Audiology at Saint Louis University. In 1996, he co-founded a multi-office dispensing practice in St Louis. In 1999, he became President and Editor-In-Chief of AudiologyOnline.com, SpeechPathology.com and HealthyHearing.com. Dr. Beck joined Oticon in 2005 as Director of Professional Relations. From 2008 through 2015, he served as Web Content Editor for the American Academy of Audiology (AAA). In 2016, Beck became Senior Editor for Clinical Research at the Hearing

Review and was appointed adjunct Clinical Professor of Communication Disorders & Sciences at the State University of New York at Buffalo. In 2017, he became the Executive Director of Academic Sciences for Oticon. Dr. Beck is among the most prolific authors in audiology with 174 published articles and more than 1200 abstracts, interviews and op-eds written for the AAA (2008-2015) and Audiology Online (1999-2005) addressing a wide variety of audiology and professional topics.

**TED VENEMA, PhD, FAAA** earned a BA in Philosophy at Calvin College (1977), an MA in Audiology at Western Washington University (1988), and a PhD in Audiology at the University of Oklahoma (1993). He has worked as a clinical audiologist, and also in the hearing aid manufacturing sector (Unitron). He taught audiology at Auburn University in Alabama (1993-95) and also at Western University in Ontario Canada (2001-06). In 2006 he initiated, developed and implemented the HIS program at Conestoga College in Kitchener Ontario. Since September 2015, Ted has been teaching in the online Hearing Instrument Sciences program at Ozarks Technical Community College in Springfield Missouri. Since September 2017 he has been teaching in the Hearing Instrument Practitioner program at Douglas College in Coquitlam BC. Ted is the author of a textbook, *Compression for Clinicians*, which has now been rewritten and available as a 3<sup>rd</sup> edition.



**JONATHAN MIKHAIL, MS, AuD, FAAA** is a clinical research audiologist at Area Hearing and Speech Clinic in Joplin, Missouri. Dr. Mikhail received his Master of Science in Communication focusing on Human Behavior in 2015 and his Doctor of Audiology in 2018 from Wichita State University. His current work focuses on pediatric and adult hearing intervention, educational audiology, electrophysiological testing, and audiological counseling. Previous research by Dr. Mikhail focused on team communication tactics and current trends in clinical counseling related to course offerings in audiology programs.

**HANY M. MIKHAIL, MD, AuD, FAAA** is the director of audiology at Area Hearing & Speech Clinic, INC. in Joplin, Missouri. Dr. Mikhail is a published researcher in vestibular studies and otorhinolaryngology. He received his M.D. from Tanta University School of Medicine in Montgomery, Egypt and a master's degree in otorhinolaryngology from Ain Shams University in Cairo, Egypt. Dr. Mikhail completed his masters in audiology in 1990 and his doctor of audiology in 1999. His current work focuses on adult hearing intervention, hearing conservation, and audiological counseling and rehabilitation.



**DAVID R. LARSEN, MFHD** draws on an extraordinarily broad background as a nationally recognized researcher, author and educator in the field of dementia prevention. He was a Master Trainer for the Alzheimer's Association's, a Continuing Ed trainer for health care professionals nationally on this topic. And a popular presenter at the IHS conference in Chicago in 2016. He was also a lead site investigator for the University of Mass in one of the most significant Alzheimer's research studies ever conducted. Mr. Larsen has also coauthored 5 books and 3 journal articles on memory, health and nutrition, and was lead author for *How to Maintain A Healthy Brain and Escape the Epidemic of Alzheimer's* (2017). He recently completed the Advanced Clinical Training course for Reversing Cognitive Decline, developed by Dale Bredesen, MD, the top expert in the world on this topic, and works as a Brain Optimization Specialist for Hope Memory Care and Brain Center in Salt Lake City.

**CYNTHIA BREWSTER, MS, CCC-SLP/L** has worked in the field of speech language pathology for over 25 years. She has a M.S. in Speech Language Pathology from Southern Illinois University. She has a background in adult neurological disorders specializing in: cognitive language disorders and the use of augmentative communication devices with stroke residents. Her work as a traveling speech language pathologist [SLP] has allowed her to work in a variety of settings: acute, outpatient, day rehabilitation, acute rehabilitation, skilled nursing, and home health. She has served as an adjunct faculty and as a clinical supervisor. She is a popular presenter on stroke education and approaches to treating aphasia and memory loss. She is currently employed as a traveling speech language pathologist and Brain Fitness Specialist in Louisiana.



**ELOISE THOMAS, MS, MA** earned her BS in psychology and her MS in clinical psychology from Evangel University. She also earned an MA in Marriage and Family Therapy from the Assemblies of God Theological Seminary. She is currently ABD, completing her PhD research on aging and religion. For the past 15 years, she has taught psychology at Ozarks Technical Community College in Springfield, MO., where among other psychology courses, she teaches Psychology of Aging.

**DIANA ACKERMAN, AuD, CCC-A** is an Educational Specialist for Sivantos, Inc. She is responsible for training customers on existing and new developments in the areas of technology, products, and software. She holds a doctorate degree in Audiology and master's degree in Science from the University of Nebraska-Lincoln and an undergraduate degree in Communication Sciences and Disorders from the University of Iowa. Prior to joining Sivantos, Inc, she worked in ENT clinical settings, where her primary focus was in the selection and fitting of appropriate hearing aid technologies to successfully rehabilitate patients with hearing loss and tinnitus. She also completed a yearlong fellowship at the University of Texas MD Anderson Cancer Center, during which she specialized in ototoxicity monitoring, vestibular and balance evaluations, and hearing aid selection, fitting and rehabilitation.



## 2019 SEMINAR

The Annual Convention and Educational Seminar Sponsored by the Missouri Hearing Society will be held Thursday, Friday and Saturday March 7-9, 2019

University Plaza Hotel & Convention Center

333 John Q. Hammons Parkway  
Springfield, MO 65806  
417-864-7333

<http://bookings.ihotelier.com/bookings.jsp?groupID=2390390@hotelID=17728>

Room rate of \$105.00  
plus state and local taxes

### IMPORTANT NOTICE

Reservation requests must be received no later than

**February 5, 2019**

to guarantee accommodations, however, reservations will be accepted and confirmed up to the opening day of the conference, providing accommodations are still available.



This program is approved by the International Hearing Society and its educational committee, the International Institute for Hearing Instrument Studies.



The Missouri Hearing Society has applied for approval by the American Academy of Audiology to offer Academy CEU's for this

activity. The program is worth a maximum of 1.2 CEU's. Academy approval of this continuing education activity 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.

The Missouri Hearing Society has applied for approval for 12 hours of continuing education credit from state licensing agencies. It is the attendee's responsibility to verify course approval.

## NOT-SO-SILENT, SILENT AUCTION

MHS will have an auction this year. Your donations are appreciated!

### EXHIBITS

We are happy to once again host the exhibits of many of the industry's leaders in hearing aids, accessories, supplies, batteries, earmolds, ALDs, repair labs, audiometric equipment and more.

Exhibits will be open at 7:00 a.m. on Friday and close at 3:30 p.m. As requested by our vendors, they will only be exhibiting one day.

### REGISTRATION FEE SCHEDULE

#### Pre-registration:

|                                 |          |
|---------------------------------|----------|
| MHS Regular Member              | \$285.00 |
| MHS Associate/Individual Member | \$150.00 |
| Non-Member                      | \$410.00 |

#### After February 21, 2019:

|                                 |          |
|---------------------------------|----------|
| MHS Regular Member              | \$335.00 |
| MHS Associate/Individual Member | \$200.00 |
| Non-Member                      | \$460.00 |

The above Regular Member and Non-Member fee includes all CEU's, breakfasts, breaks, luncheons, reception and auction. Associate/Individual Member fee includes education, meals, exhibit hall, but no CEU's. Spouse package includes breakfasts, breaks, luncheons, reception and auction - cost \$150.00.

### REGISTER TODAY

All seminar attendees must have paid registration fee and wear identification badges during seminars and social activities.

### MHS MEMBERSHIP ANNUAL MEETING

The Membership Meeting will be on  
Thursday, March 7, 8:00 p.m.

#### SEMINAR INFORMATION CONTACT:

David Shepard (573) 756-0500  
[dave@mohearing.com](mailto:dave@mohearing.com)

Lynn Royer (417) 848-6565  
[royere@otc.edu](mailto:royere@otc.edu)

Paula Rodgers (417) 466-7184  
[proddgers@midamericadental.com](mailto:proddgers@midamericadental.com)

Brenda Roling, MHS Office (573) 636-2822  
[info@missourihearingsociety.org](mailto:info@missourihearingsociety.org)



**MISSOURI HEARING SOCIETY  
NOT-SO-SILENT, SILENT AUCTION DONATION  
FRIDAY, MARCH 8, 2019 ■ 12:30 – 1:30 P.M.**

THE MISSOURI HEARING SOCIETY WILL CONDUCT AN AUCTION IN CONJUNCTION WITH THE **ANNUAL CONVENTION**. WE ARE SOLICITING BOTH VENDORS AND MEMBERS FOR ITEMS FOR THE AUCTION. LET YOUR IMAGINATION RUN FREE.

**PLEASE COMPLETE THE FORM BELOW AND RETURN IT TO THE MHS OFFICE.  
PLEASE BRING THE ITEM (OR ITEMS) WITH YOU TO THE CONFERENCE.**

Item: \_\_\_\_\_

Donated By: \_\_\_\_\_

Value: \$ \_\_\_\_\_ Minimum Bid: \$ \_\_\_\_\_

**IF YOU DO NOT PLAN TO ATTEND, YOU MAY SEND THE ITEM(S) TO THE  
MHS OFFICE:  
MISSOURI HEARING SOCIETY, 101 E. HIGH STREET - SUITE 200  
P.O. BOX 1072, JEFFERSON CITY, MO 65102**

**OZARKS TECHNICAL COMMUNITY COLLEGE  
OPEN HOUSE/RECEPTION  
LINCOLN HALL  
1001 EAST CHESTNUT EXPRESSWAY, SPRINGFIELD, MO  
FRIDAY, MARCH 8, 2019 ■ 4:30 P.M. – 6:00 P.M.**

In connection with our MHS Convention in Springfield, the staff at the HIS program at OTC have invited all MHS members and conference attendees to join the Ozarks Technical Community College Hearing Instrument Science Program Faculty for an on-campus open house. The faculty will be providing tours of the facilities, will be available to provide information about the program, and would enjoy your company at this casual event. There will be light refreshments. We encourage all of our alumni to attend and to network with our current local students. I am sure that the current students would love to hear words of advice and encouragement as they near graduation!

*Rebecca Krouse, M.S.Ed., BC-HIS*  
Hearing Instrument Science Program Director  
Email: [krouser@otc.edu](mailto:krouser@otc.edu)