

MISSOURI HEARING SOCIETY and ILLINOIS HEARING SOCIETY

ANNUAL CONVENTION AND EDUCATION SEMINAR



MARCH 12-14, 2026



**799 Clark Street
St. Louis, MO**

MISSOURI HEARING SOCIETY

AND

ILLINOIS HEARING SOCIETY

ANNUAL CONVENTION AND EDUCATION SEMINAR

Dear Hearing Care Professional:

We invite you to attend the joint convention of the Missouri and Illinois Hearing Societies.

The meeting will be held at Live! By Loews in St. Louis - March 12-14, 2026. This exclusive event is essential for hearing professionals to take their practice to the next level. The event offers comprehensive, educational sessions presented by industry leaders on intermediate and advanced topics including problems and solutions in speech in noise, ethics, improving patient outcomes, innovation in hearing technology, market development, and more. These experts will infuse attendees with new inspiration and knowledge to provide the highest level of care for your patients.

Your registration includes full access to seminar speakers and sessions (as well as their presentations and handouts), keynotes sessions, all food functions, an exhibitor expo, as well as a mixer with your peers.

Sessions include:

- *Principled Voices: Where Advocacy and Ethics Intersect*
- *Third-Party or Not? Deciding What Fits Your Practice*
- *Habits of Highly Successful Practitioners and Audiologists*
- *Ethics in Hearing Healthcare*
- *Hearing Aid Fitting Orientation: The Use of Audio/Visual, and Audio Cues*
- *Adopting Adolescent Care Into Your Practice: Don't be Scared, They're Just Hearing Impaired*
- *Insurance Billing and Coding: Beyond the Basics*
- *Circumventing Traditional Healthcare – A Modern Approach*

Your attendance at the joint Missouri and Illinois Hearing Societies Convention is a wise investment, which will yield rich dividends for years to come.

Make plans to attend so that you can be an even greater asset to your patients and to acquire the tools to help set you apart from all the rest as the leader in hearing care for our community.

Please mark your calendars and know that we look forward to seeing you in St. Louis in March of 2026!

Sincerely,

Tom Wright
Missouri Hearing Society President
miracleartom@gmail.com

Glenn Otey
Illinois Hearing Society President
gotey@beltonealliance.com

AGENDA

THURSDAY, MARCH 12, 2026

- 5:30 p.m.
IHS BOARD MEETING.....Jack Buck
- 6:30 p.m.
IHS MEMBERSHIP MEETING.....Jack Buck
- 7:00 p.m.
MHS BOARD MEETING.....Jack Buck
- 8:00 p.m.
MHS MEMBERSHIP MEETING.....Jack Buck

FRIDAY, MARCH 13, 2026

- 7:00 a.m. – 8:30 a.m.
REGISTRATION/EXHIBITS OPEN/BREAKFAST.....Cardinals A/B
- 7:45 a.m. – 8:00 a.m.
WELCOME/ANNOUNCEMENTS.....Cardinals C
Tom Wright, MHS President, Poplar Bluff, MO
Glenn Otey, IHS President, O’Fallon, IL
- 8:00 a.m. – 9:30 a.m.
“PRINCIPLED VOICES: WHERE ADVOCACY AND ETHICS INTERSECT”.....Cardinals C
Thomas Tedeschi, AuD, Amplifon, Minneapolis, MN
Attendees will be able to evaluate their clinical behaviors based on the Associations Code of Ethics; define what is ethical behavior; and be able to work at defining the scope of practice to legislators at the national and local levels.
- 9:30 a.m. – 10:00 a.m.
BREAK/EXHIBITS.....Cardinals A/B
- 10:00 a.m. – 11:30 a.m.
“THIRD-PARTY OR NOT? DECIDING WHAT FITS YOUR PRACTICE”.....Cardinals C
Thomas Tedeschi, AuD, Amplifon, Minneapolis, MN
This presentation will identify three significant points to look for in third-party contracts; will determine the cost of doing business with third-party; and will be able to understand arbitration rights with third-party administrators.
- 11:30 a.m. – 12:30 p.m.
LUNCH/EXHIBITS/IHS PRESENTATION.....Cardinals A/B
International Hearing Society Update
Samantha Sikorski, CPCO, IHS, ACA, CDP, IHS Governor Central Region, Rice Lake, WI
- 12:30 p.m. – 2:30 p.m.
“HABITS OF HIGHLY SUCCESSFUL PRACTITIONERS AND AUDIOLOGISTS”.....Cardinals C
Ken LaFerle, AuD, CCC-A, K and K Labs, LLC, Elgin, IL
This session represents a “best practice” for successful fittings. With over 40 years of observing thousands of fittings at hundreds of offices throughout the United States, a pattern of consistent strategies that are employed by the most successful practitioners and audiologists emerged. These practitioners have the highest binaural rates, closure rates, fewest remakes and returns and consistently fit the highest end technology. These strategies will be presented and will demonstrate how they can be incorporated into any dispensing practice.

2:30 p.m. – 3:00 p.m.
BREAK/EXHIBITS.....Cardinals A/B

3:00 p.m. – 4:00 p.m.
“ETHICS IN HEARING HEALTHCARE”.....Cardinals C
Ken LaFerle, AuD, CCC-A, K and K Labs, LLC, Elgin, IL
Successful practice management is the responsibility of all practitioners. Ethics plays a key role in this. This seminar is designed to review the terms associated with ethics and delve into critical decisions when faced with an ethical dilemma. In addition, investigating what strategies work best in a hearing healthcare environment will be offered.

4:00 p.m. – 5:00 p.m.
RECEPTION/SILENT AUCTION.....Cardinals A/B

7 CE’S which includes 1 CE for Exhibits

SATURDAY, MARCH 14, 2024

7:00 a.m. – 7:55 a.m.
REGISTRATION/EXHIBITS OPEN/BREAKFAST.....Cardinals A/B

7:55 a.m. – 8:00 a.m.
WELCOME/ANNOUNCEMENTS.....Cardinals C
Tom Wright, MHS President, Poplar Bluff, MO
Glenn Otey, IHS President, O’Fallon, IL

8:00 a.m. – 10:00 a.m.
“HEARING AID FITTING ORIENTATION: THE USE OF AUDIO/VISUAL, AND AUDIO CUES”
.....Cardinals C
Jonathan A. Mikhail, EdD, AuD, MS, Area Hearing & Speech, Joplin, MO
This study examined the effectiveness of various communication modalities, audiovisual, visual-only and auditory-only – in hearing and fitting orientation (HAFO) appointments to improve patient retention of essential hearing aid management skills.

10:00 a.m. – 10:30 a.m.
BREAK/EXHIBITS/HOTEL CHECKOUT.....Cardinals A/B

10:30 a.m. – 12:30 p.m.
“Adopting Adolescent Care Into Your Practice: Don’t Be Scared, They’re Just Hearing Impaired”.....Cardinals C
Jonathan A. Mikhail, EdD, AuD, MS, Area Hearing & Speech, Joplin, MO
This presentation will focus on national standards for hearing aid fitting in adolescents and the need for more providers to begin fitting these patients, while building a network of clinicians prepared to take on this challenging patient population.

12:30 p.m. – 1:30 p.m.
LUNCH/AWARDS.....Cardinals A/B

1:30 p.m. – 2:30 p.m.
“INSURANCE BILLING AND CODING: BEYOND THE BASICS”.....Cardinals C
Samanatha Sikorski, CPCO, IHS, ACA, CDP, Thistle, LLC/Sikorski Hearing & Tinnitus Wellness Center, Rice Lake, WI
This presentation will help you apply correct coding to your practices current service and product offering; audit claims to verify compliance status; describe the primary code sets and the use for each; and review contract fee schedules and apply coding rules.

2:30 p.m. – 3:00 p.m.
BREAK/EXHIBITS.....Cardinals A/B

3:00 p.m. – 4:00 p.m.

“CIRCUMVENING TRADITIONAL HEALTHCARE – A MODERN APPROACH”.....Cardinals C
**Samanatha Sikorski, CPCO, IHS, ACA, CDP, Thistle, LLC/Sikorski Hearing & Tinnitus
Wellness Center, Rice Lake, WI**

This presentation will help you recognize key differences between healthcare delivery models; evaluate current contracts to determine financial viability; effectively communicate the advantages of direct access to a variety of employers; and establish a DTE program.

4:00 p.m. **ADJOURNMENT**

6 CE'S

ABOUT YOUR SPEAKERS



THOMAS TEDESCHI, AuD is the Chief Audiology Officer for Amplifon Americas. Primary responsibilities center around Governmental Affairs and Regulatory activities. He holds a doctorate in Neuroscience and Audiology. Dr. Tedeschi has worked in several sectors throughout his 45-year career: hospital-based, private practice, teaching, and industry-related positions. He has co-authored Ethics in Audiology in two books and recently co-authored a chapter on Practice Management. He has written numerous professional articles and given over 400 professional presentations nationally and internationally. Dr. Tedeschi has served on various committees for the American Academy of Audiology, including the Academy's Ethical Practices Board. A member of the Academy of Doctors of Audiology and recipient of the President's Award. He served on the

Elections Committee, Professional Practices Committee, Physician Marketing Committee, and Convention Planning Committee. He is also the Hearing Industries Association's Regulatory and Technical Committee secretary. He is a past president of the Ohio Academy of Audiology and a recipient of the Distinguished Fellow for Policy and Strategy, and current Chair-Elect for the Audiology Academy within the National Academy of Practice.

KEN LaFERLE, AuD, CCC-A, FAAA is President of K and K Labs – an audiology and Occupational Therapy consulting company. In addition, he is an adjunct professor at the College of DuPage. Ken has been in the hearing industry for over 40 years with a passion for creating success for both the patient and practitioner. LaFerle has written several articles in national trade publications and has presented at over 100 state and national meetings as well as Canada, Mexico, Denmark, Spain, Brazil, South Africa, India, Australia, New Zealand, and Japan. LaFerle received his B.A. degree in Psychology & Speech and Hearing Science from the University of Michigan and his M.S. degree in Audiology from the University of Montevallo in Alabama where he was named outstanding graduate student. He received his AuD from Salus University in 2007. In addition to his tenure within the hearing industry, Ken has also worked for the State of Louisiana Health Department and for an E.N.T. practice where he established hearing aid dispensing for the office. LaFerle holds a certificate of clinical competence in audiology and is a board-certified hearing instrument specialist. In addition, he holds an audiology license and hearing aid dispensing license in the states of Illinois, Michigan and Ohio.





JONATHAN A. MIKHAIL, EdD, AuD, MS is a clinical research audiologist from Joplin, Missouri. He graduated with his Master of Science degree in 2015 from The University of Wisconsin-Stout in Technical and Professional Communication, emphasizing behavioral methods, in 2018 from Wichita State University with his Doctor of Audiology, and in 2023 with his Doctor of Education from A.T. Still University, where he graduated with high honors. His research, both for his master's and first doctorate, has focused on communication abilities and tactics for people who are hard of hearing of all ages, and the number of communication courses offered in current audiology programs in the United States. His doctoral dissertation in 2023 was on COVID-19's long-term effects on pre-existing hearing loss. Dr. Mikhail also serves as an adjunct faculty member at Wichita State University and Missouri State University in the Doctor of Audiology program. His interests in audiological practice include aural rehabilitation, pediatric assessments, educational audiology, hearing conservation, and counseling.

SAMANTHA SIKORSKI, CPCO, HIS, ACA, CDP is a licensed Hearing Instrument Specialist, Audioprosthologist, Certified Dementia Practitioner, Certified Professional Compliance Officer and holds a certificate from the International Hearing Society as a Tinnitus Care Provider. In 2014, after 12 years with two major hearing aid franchises, she founded Sikorski Hearing & Tinnitus Wellness Center. Samantha specializes in practice administration and patient education where she works tirelessly to bridge the gap that often exists in hearing healthcare by working with ENT's, physicians, neuropsychologists, and other allied healthcare providers. Samantha has authored more than a dozen articles for publication in The Hearing Professional. In 2022, Samantha founded Thistle, LLC, to help other practice owners establish standards of care and policies to comply with the complex regulations that come with owning a healthcare practice.



MHS OFFICE:

**PO Box 1072
101 East High Street - Suite 200
Jefferson City, MO 65102
(573) 636-2822**

info@missourihearingsociety.org
www.missourihearingsociety.org



IHS OFFICE:

**1 N Old State Capitol Plaza - Suite 410
Springfield, IL 62701
(217) 527-1279**

beth@ilhearing.org
www.ilhearing.org

2026 SEMINAR

The Annual Convention and Educational Seminar Sponsored by the MISSOURI HEARING SOCIETY

and

ILLINOIS HEARING SOCIETY
will be held

Thursday, Friday and Saturday

March 12-14, 2026

LIVE! BY LOEWS

799 CLARK AVENUE

ST. LOUIS, MO

Hotel Special Group Rate - \$169

Last Day to Book:

Saturday, February 7, 2026

Click on link below to make your room reservation:

<https://www.loewshotels.com/live-by-loews-st-louis-missouri/missouri-hearing-societyillinois-hearing-society-annual-meeting>

Or call: 314-390-1295



The Missouri Hearing Society and the Illinois Hearing Society is approved by the International

Hearing Society to offer continuing education for these courses. The CEN-5-26 is approved for up to 10.5 CE credits for the non-ethics courses and CEN-6-26 for up to 2.5 CE credits for the ethic courses, for a total of up to 13 credits of continuing education (1 CE Credit = 1 contact hour). International Hearing Society approval of this course is based on content only and does not imply endorsement of the course content, specific products, clinical procedure, instructor or adherence to the IHS Code of Ethics. Any views that are presented are those of the presenter/Education Provider and not necessarily of the International Hearing Society.

CE'S - OTHER STATES

The Missouri Hearing Society and Illinois Hearing Society has applied for approval for 13 hours of continuing education credit from state licensing agencies. It is the attendee's responsibility to verify course approval.

PARKING INFORMATION

See parking instructions/options on last page of this brochure.

NOT-SO-SILENT, SILENT AUCTION

MHS/IHS 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 on Saturday at 3:00 p.m. Exhibits will be on Friday and Saturday this year.

REGISTRATION FEE SCHEDULE

Pre-registration:

MHS/IHS Regular Member	\$325.00
MHS Assoc./Individual/Student	\$200.00
Non-Member	\$450.00

After February 26, 2026:

MHS/IHS Regular Member	\$375.00
MHS Assoc./Individual/Student	\$250.00
Non-Member	\$500.00

The above Regular Member and Non-Member fee includes all CE's, breakfasts, breaks, luncheons, reception and auction. Associate/Individual Member fee includes education, meals, exhibit hall, but no CE's. Spouse package includes breakfasts, breaks, luncheons, reception and auction - cost \$200.00.

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

MHS/IHS MEMBERSHIP ANNUAL MEETING

The Membership Meetings will be on Thursday, March 12, 2026

SEMINAR INFORMATION CONTACTS:

Tom Wright, MHS President, (573) 686-3277
miracleeartom@gmail.com

Paula Rodgers (417) 466-7184
prodgers@midamericadental.com

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

Glenn Otey, IHS President, (618) 767-5680
gotey@beltonealliance.com

Henry Mohn, IHS Executive Director,
(312) 849-3043
hmohn@mwellc.com

Beth Martin, IHS Office (217) 527-1279
beth@ilhearing.org

MISSOURI HEARING SOCIETY/ ILLINOIS HEARING SOCIETY

2026 Annual Convention & Education Seminar

Live! By Loews ■ St. Louis, MO

March 12-14, 2026

ADVANCE REGISTRATION FORM

REGISTER ON LINE AT: www.ilhearing.org

*NAME: _____ *Last 4 Digits SS# _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ *EMAIL: _____

**must be provided for handouts and for IHS
Certificate of Attendance*

Please check one: ☐ MHS Member ☐ IHS Member ☐ MHS/IHS Member ☐ Non-Member

After 2/26/2026

Regular Member Fee (Friday, Saturday)..... ☐ \$325.00..... ☐ \$375.00

Non-Member Fee (Friday, Saturday)..... ☐ \$450.00..... ☐ \$500.00

*Associate/Individual/Student Member Fee (Friday, Saturday)..... ☐ \$200.00..... ☐ \$250.00

*Spouse Fee (Friday, Saturday)..... ☐ \$200.00..... ☐ \$250.00

*Associate/Individual/Student/Spouse Package includes education/meals/exhibit hall/no CE's available.

TOTAL ENCLOSED: \$ _____

Paying by credit card: ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS
a 3% service charge will apply

Charge Card No: _____
Name of Card Holder: _____ Expiration Date: _____

Full refund of fee will be made if cancellation notice is received at least **two weeks prior** to the opening date of the convention. (Must be postmarked February 26 or before). A 50% refund will be made if cancellation is received by 5:00 p.m. March 2, 2026. **NO REFUNDS WILL BE MADE AFTER MARCH 3, 2026.**

PLEASE CHECK STATE(S) WHERE CE'S ARE NEEDED:

States CEU'S Needed

Illinois

Iowa

Kansas

Missouri

Nebraska

Oklahoma

Hearing Aid Dispensing

CE'S

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You can mail your info to:

MISSOURI HEARING SOCIETY, P.O. BOX 1072, JEFFERSON CITY, MO 65102

or

ILLINOIS HEARING SOCIETY, 1 N OLD STATE CAPITOL PLAZA-SUITE 410, SPRINGFIELD, IL 62701

MISSOURI HEARING SOCIETY ILLINOIS HEARING SOCIETY NOT-SO-SILENT, SILENT AUCTION DONATION

FRIDAY, MARCH 13, 2026
5:00 P.M.

THE MISSOURI HEARING SOCIETY/ILLINOIS 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 OR IHS OFFICE:

MISSOURI HEARING SOCIETY
101 E. HIGH STREET - SUITE 200
P.O. BOX 1072, JEFFERSON CITY, MO 65102
INFO@MISSOURIHEARINGSOCIETY.ORG

OR

ILLINOIS HEARING SOCIETY
1 N OLD STATE CAPITOL PLAZA - SUITE 410, SPRINGFIELD, IL 62701
BETH@ILHEARING.ORG

THANK YOU FOR YOUR CONTINUED SUPPORT OF THE



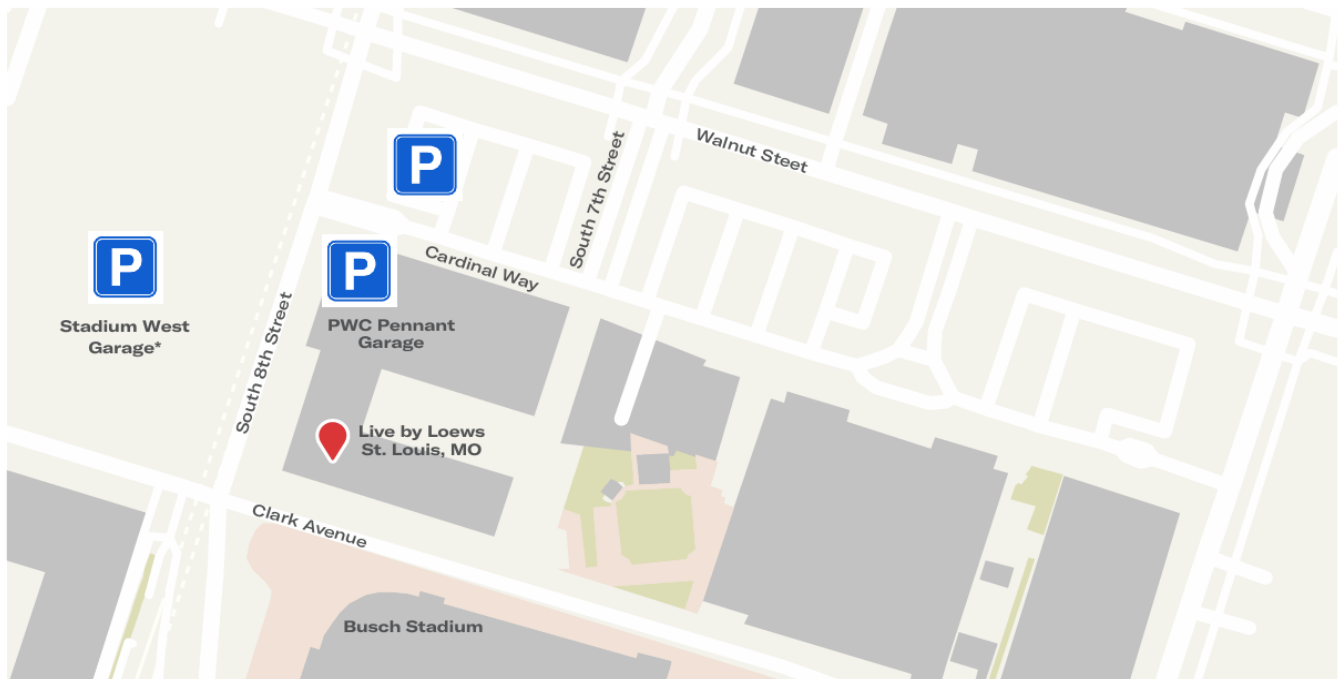
Illinois
Hearing Society

MISSOURI HEARING SOCIETY ILLINOIS HEARING SOCIETY 2026 Annual Convention & Education Seminar

Parking Instructions

The group has discounted \$35/night overnight self-parking. Standard overnight valet parking rate is \$50 night will apply.

*Stadium West Garage – There are additional parking options available within 2 blocks of the Hotel that Group/Guests may also choose to utilize, which are unaffiliated with the Hotel and Group/Guest. Individuals are responsible for paying any associated fees at that location.



PWC Pennant Garage and Ballpark Village Lot are partners of Live! by Loews - St. Louis overnight parking charges are applied to guest room. Meeting and event parking may be arranged through hotel.

*Stadium West Garage is not partnered and parking charges are paid by the individual at the garage.

Live!
BY
LOEWS
ST. LOUIS, MO