



The Listening Post

Winter, 2016

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MHS Legislative Report

The MHS Legislative Committee continues its efforts to monitor pending legislation that may affect our members. At present, there are no bills of major interest filed MHS has no plans to pursue any legislative agenda this session. The Committee continues to seek discussion with BEHIS staff regarding improved cooperation and the basis for seemingly high fees. Members are encouraged to contact MHS with comments or questions in this area.

Respectfully Submitted,
 Scott George
 MHS Legislative Chair

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MHS President's Message

"A Few Final Thoughts"

Dear Valued MHS Members,

It has been a privilege to have served as your President for the last two years. I want to personally thank those on the Board and those who have served prior for all of your selfless, but not thankless, service. As I start my 27th year in the industry, I reflect on where we have come from: analogue, trim pot, screwdriver adjusting to ESD-based programming (electronic screw driver) and wireless connectivity.



*Robert T. Guison, BC-HIS
 MHS President*

Our longevity as an industry is not so much based upon new technology, but upon customer service and the value that we instill in each customer. If you look close enough, you will find a lot of commonality between all the brands out in the market place.

The degree to which we view and value each other as a profession is the cement upon which we have built and will continue to build in the future. Take a moment and ask "What can I do to help myself and my colleagues?"

The first step is to join and keep your MHS and your IHS membership in good standing. The second step is to invest in yourself by attend the MHS Convention and not give into the "free" online or manufacturer's CEU hours. Your livelihood is dependent upon MHS being able to fund legal battles at the state level.

The third and final step is investing in serving on the MHS Board or committees. We are as strong as those who serve. Diversity is always welcome.

I would be remiss if I didn't take a moment to thank Randy Scherr and Brenda Roling who run everything and have given wise advise over the years.

My best wishes to all and to those who will rise to the challenges in the future.

Driving Your Practice to Success

MHS Annual Convention and Educational Seminar

March 3-5, 2016

*Adams Pointe
Conference Center ♦ Blue Springs, MO*

Below are a few of the Convention highlights. For a full agenda and registration information, go to the MHS web site: www.MissouriHearingSociety.org.

THURSDAY, MARCH 3, 2016

NBC-HIS Exam (*Requires separate registration.*)

MHS Membership Meeting

FRIDAY, MARCH 4, 2016

Registration

Exhibits

IHS Presentation

Classes - 6.0 CEUs

Cochlear Physiology & Cochlear Dead Regions

Speaker: Ted Venema, PhD, FAAA

Masking Demystified

Speaker: Ted Venema, PhD, FAAA

Noise Induced Hearing Loss; Aspects to Consider

Speaker: Ted Venema, PhD, FAAA

Meals

Continental Breakfast

Lunch

SATURDAY, MARCH 5, 2016

Registration

Auction

Awards

Classes - 6.0 CEUs

Hearing and Healthy Aging: It's a Package

Speaker: Carole M. Rogin

Phoning In Your Profit

Speaker: Von Hansen

Beyond Technology, The Human Connection

Speaker: Von Hansen

Ethic Issues When Training and Practicing

Speaker: Scott George, BS, BC-HIS

Meals

Continental Breakfast

Lunch



Nominating Committee Report

The Nominating Committee is presenting the following slate of candidates for the MHS 2016-17 Board of Directors:

Board of Directors: *Five Members for Two-Year Terms*

Scott George (*)
 Doug Wiles (*)
 Maria Guillen (*)
 Yon Wibskov
 Rex McGee

*= Currently a Director and is nominated for re-election.

Board of Directors: *One Member for a One-Year Unexpired Term*

Tyler Reuthebeck

Associate Board Member: *One for a Two-Year Term (Elected by Associate Members)*

Paula Lush

Executive Committee:

President	Lynn Royer
President-Elect	Brad McMillin
Secretary	Betty Ann Einweck
Treasurer	Paul Harden



Going Once ... Going Twice ... Sold!

On Saturday, March 5th, our members will, once again, have the chance to support our industry and get a good deal ... all at the MHS Annual Auction! We have a number of items lined up for the auction, but we'd love for you to contribute an item, too. So, please contact the MHS office at info@MissouriHearingSociety.org or 573-636-2822) and let us know what you'll be donating. And remember to "dig deep" to help MHS at the Auction!



A Celebration of Life ...

Dea Spencer was a beloved member of the Missouri Hearing Society and a cherished friend to so many. We are asking for help with submissions for a Memory Board that will be displayed during the Annual Meeting to honor her memory. Please send us your pictures, recollections, anecdotes, and memorabilia so that we may all share in her spirit and commemorate her contributions to our lives when we convene for our 2016 Convention.

Hearing Loss:

Tips for Better Communication

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for Medical Education and Research



Hearing loss shouldn't be ignored. Dismissing it in the hope that it will go away doesn't work and can even undermine your sense of confidence and self-identity. It can also leave you feeling isolated from family and friends.

By acknowledging your hearing impairment, you can start opening yourself up to help and solutions.

Learning to live with hearing loss enables you to stay engaged with family and friends and to participate in a wide range of activities. You may find that it opens up avenues or relationships in your life that you have let go of due to hearing challenges.

The following are strategies to improve your ability to communicate. Keep in mind that effective communication can occur even if you don't hear each and every sound. The hearing you have, along with visual information, can help you understand the spoken word.

Communicating Assertively

Good communication may require you to become more assertive. This means being forthright about your needs and what it will take for you to participate and interact, without ignoring the needs of others. With assertive communication, you:

- Let others know that you have hearing loss. Once they know, they won't misconstrue your behavior or think you're aloof or forgetful.
- Are willing to do what it takes to improve communication. This means using hearing aids and assistive listening devices.
- Are clear about what will help you. You might ask individuals to slow their speech, look at you when they speak, move a hand away from their face or repeat a phrase.
- Politely take a break from conversation when you're tired.

Modify Your Environment

With practice, you can effectively alter your environment to avoid communication breakdowns. You can:

- Move closer to the source of a sound you want to hear, such as a TV, stereo or another person. Arrange furniture in your home so that guests or family members are seated nearby and facing directly toward you. In other location, choose seating for minimum distance and maximum visibility.
- Move away from distracting or overpowering noise. For example, at a restaurant, request a table away from the kitchen, lobby or bar and sit with your back to the wall. Make sure you can see your companion well, so you can catch visual cues, such as head movement and facial expressions.
- Plan in advance for social activities. Before attending an event in a busy or crowded setting, call ahead to see if assistive listening devices are available. Arriving early will provide time to pick up the devices and choose your seat.
- When possible, such as at home, try to create an environment that reduces sound bouncing off hard surfaces (reverberation), which can distort speech. Rugs, drapes and other sound absorption materials can help reduce reverberation and distortion.

Using Visual Cues

Learn to recognize spoken words by watching the movements of the speaker's lips, tongue, lower jaw, eyes and eyebrows, as well as facial expressions, body stances and gestures. Reading visual cues – also called lip reading – is important to understanding what's being said.

Practice focus on on these visual cues and using them to supplement your hearing. While it's probably not realistic that you'll be able to pick up every word being said, with time and patience, this technique may allow you to follow conversations more easily and with confidence.

Focus on the general message, and if you find yourself getting lost, ask the speaker to slow down or rephrase what they were saying.

"Tips for Better Communication" >p7



Ozarks Technical Community College (OTC) Hearing Instrument Sciences Program

by Tyler Reuthebeck, AAS

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About the Author

Tyler Reuthebeck is a graduate of Ozarks Technical Community College Hearing Instrument Science Program graduating Summa Cum Laude. He is a Gulf War veteran having served in the USAF as Communication and Navigation systems specialist. Tyler brings nearly 20 years experience in business management, development and consulting, including operations management of a retail hearing clinic owned by William Demont, the parent company of Oticon. Tyler assists with teaching students at labs, but focuses his efforts on recruiting, retention and job placement of students. He also is active in business development, networking and community involvement for the HIS program through presentations to promote hearing health awareness. Tyler has a passionate, energetic and creative approach to promote the HIS program, industry and HIS profession.

The Hearing Instrument Science (HIS) program at Ozarks Technical Community College (OTC) has 33 students currently enrolled. The program has over 70 graduates placed throughout Missouri, Arkansas, Illinois, Kansas, California, and Pennsylvania. The program was founded in 2011 on a federal grant aimed at getting displaced workers, US Veterans, and underemployed workers into a new career. The grant has since concluded, and the program is working to recruit more students from outside of the state of Missouri. Graduates of the two year program earn an Associate of Applied Science (AAS) degree.

We currently have six audiologists and five Hearing Instrument Specialists teaching for our program. Ted Venema, PhD has recently joined our faculty as a part time instructor. In addition to adjunct teaching at OTC, Lynn Royer, HIS with a MEd and Dianne Senay, AuD also work as field representatives for Unitron and Oticon, respectively. Elizabeth Fernandez, AuD, Lindsey Willbanks, AuD, Yon Wibskov, NBC-HIS, and Jackie Hartman, MA in audiology, work in private practice. Lisa Elmore, NBC-HIS works for Hearing Lab Technology. Richelle Kluck, AuD works for the VA. Robert Siegel, AuD works independently as a practice consultant. Rebecca Waldo, HIS has a BS in educational technology and is currently working on her MEd; she is the full time program director. Tyler Reuthebeck is a graduate of the HIS program at OTC, and he is our business development consultant. As a dedicated recruiter, Tyler works on program promotion, business development, public relations, industry promotion, and job placement. Full faculty bios can be found at: <http://www.otc.edu/alliedhealth/38974.php>.

In the first semester, students take fundamental courses: Anatomy and Physiology of Auditory and Speech Systems, Acoustics and Psychoacoustics, Introduction to Audiometry, and Introduction to Hearing Instrument Components. In the second semester they take their first clinical practicum course, Hearing and Auditory Disorders, and Hearing
“OTC Hearing Program” >p6



↑ Lynn Royer with students

OTC Hearing Program *(from page 5)*



↑ *The Bus*



↑ *The Bus, Other Side*



↑ *Inside the Bus*

Instrument Fitting Methods. In the third semester students take an ethics course, their second Clinical Practicum course, Advanced Audiometry, and Compression and Digital Features of Hearing Instruments. In the 4th and final semester they take their last Clinical Practicum course, Real Ear Measurements, and Hearing Healthcare Management & Marketing. Students also have 24 hours of general education courses required for AAS degree completion.

Our program has had to adapt and change quickly due to the nature of the market and age of the program. After many presentations and meetings within the college itself, we believe that the college now understands that the HIS program cannot be successful if treated like a traditional allied health program like nursing, dental assistants, etc. Many academic institutions are not geared for this type of program, but the Allied Health Department at OTC finally understands the challenges we face and have been most accommodating.

This fall, we have added a certificate option which allows students to obtain a certificate in Hearing Instrument Science after completing 15 hours of general education courses and two semesters of HIS courses. Additionally, students can opt to go a part-time route if they do not want to be enrolled fulltime. We have changed our program from the typical cohort model into a more self-paced enrollment model. Our intent is to make our program more attractive to prospective students in States that have less stringent licensure requirements than Missouri. We also believe our cohort model committed all students to a fast track and relatively rough road that might not be friendly to potential students who would make excellent hearing instrument specialists. Examples would include adult learners who are trying to change careers while serving as the primary source of income and caregiver for their families.

Missouri does not specifically require our two year AAS degree in order to obtain State licensure. We have found that many people are interested in formal training ... but not necessarily the degree. Our certificate option serves to broaden the range of appeal and creates an option for a different path to licensure. Regarding out of state students who reside in states with lower requirements, we can open the door for formal education when a degree isn't required.

Under the previous cohort model a prospective student had to apply and be accepted into the program prior to taking any HIS courses. Now, any student can take the first six HIS

“OTC Hearing Program” >p7

OTC Hearing Program *(from page 6)*

courses without acceptance or even the intent of pursuing the degree or certificate. There are no prerequisite classes for our program. The thought process is that a front office or Aud Tech could benefit by receiving formal education. We are all about flexibility and promoting formal education.

We believe the HIS Program at OTC is unique in the USA, in that we are reaching out on a *national level*. The program was designed from the start to be a *hybrid distance learning program*. It is blended, meaning there is a mix of completely online, and hybrid courses. Given that a student is an appropriate clinical site, a student in Texas could complete our program without moving to Missouri. We have also made an effort to promote not only our program, but the industry as a whole. Most of our graduates are from Missouri and bordering States like Arkansas and Kansas, but we do have students in more distant States. They have been placed in a wide variety of clinics from private practice, Miracle Ear, Beltone, Hearing Lab Technology, Costco, and even in the VA as Audiology Technicians.

Our program includes the possession of a large traveling bus with a fully functioning classroom and clinic. It includes all state of the art testing equipment: video-otoscope, tympanometer, real ear measurement system, ANSI test box, etc. For accessibility, it has a wheel chair lift as well. Historically we had used the bus for distance labs in St. Louis (OTC is located in Springfield). We also use it for community outreach, program promotion and health awareness events,

etc. The bus is a very expensive tool to operate, but it is also quite effective for creating interest in hearing and our profession.

In closing, we would like to mention another significant aspect to our program; like some other health care programs at the college level, we have embraced and refined technology and processes to implement *clinical simulation*. During the first clinical practicum course, students are in a simulated hearing aid clinic with actors portraying a wide variety of clinical encounters and environments. While in the scenarios, students are recorded and monitored with high definition cameras and microphones while testing and interacting with clients. Once their scenarios are over, the students review the video and reflect on their own performances. An additional advantage of simulation is that the students can observe their peers and learn from each other, live from the control rooms. At the end of the day, the entire group of students gets together and goes through a debriefing session where they can talk through their experiences, good and bad; the instructor can highlight or reinforce important concepts. Adding simulation has greatly improved student confidence and performance.

Please visit our website for more information:

<http://www.otc.edu/alliedhealth/13080.php>.



Tips for Better Communication *(from page 4)*

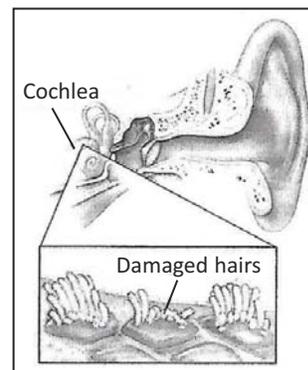
Appropriating Technology

There are many technologies available to help those with hearing impairment hear and communicate better. Take watching TV or listening to the radio, for example. There are assistive listening systems that use special transmitter units to send sound – some through FM radio waves, others through infrared light waves – directly from your TV or radio to a receiver that you wear, such as headphones. In some cases, the receiver works in conjunction with your hearing aid or cochlear implant. The receiver allows you to control the volume.

These systems and others also can be used in public venues to transmit sound from a microphone - such as during a lecture or religious service - to a personal

receiver. You can learn more about these devices in the book Mayo Clinic on Better Hearing and Balance (Visit www.store.MayoClinic.com).

But perhaps the most accessible form of communication for many people these days is the cellphone. Many newer cellphones have built-in accessibility options, such as wireless pairing with certain hearing aids, flashing light alerts, ambient noise cancellation when you're holding the receiver to your ear, and subtitles and captions.



The 2016 and 2017 Unison Hearing Health Global Summits Cancelled



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The 2016 and 2017 Unison Hearing Health Global Summits, which would have joined the International Hearing Society (IHS) and the Academy of Doctors of Audiology (ADA) conventions into a single venue with separate programs, have been cancelled. The Hearing Review reported on November 17 that the fate of Unison had been in serious question. Both organizations said they have mutually agreed to dissolve the Hearing Health Education Coalition (HHEC) that was to organize the Unison conferences. Although ADA and IHS would not elaborate on what precipitated the collapse of the Unison, it is well known that several influential members of both organizations made clear their opposition to the joint conference, and the two organizations have clashed on many recent important issues.

“The decision to cancel the Unison summits in 2016 and 2017 follows many confidential discussions with ADA which IHS is not at liberty to disclose,” wrote IHS Executive Director Kathleen Mennillo in an email to The Hearing Review. “IHS always strives to do what is best for our members, customers, and partners, and with the full support of our Board of Governors, we are looking forward to moving forward with plans to hold a successful 65th Annual IHS Convention and Expo in Chicago this September.” The IHS Convention will be held September 8-10 at the Hyatt Regency Chicago (the same date and venue as Unison).

Similarly, ADA Executive Director Stephanie Czuhajewski declined to provide details about why the plans for the Summit collapsed, but said ADA will soon be announcing the dates and location for their 2016 convention.

Tsunami of controversial events may have doomed Summit. More than any year in recent memory, 2015 was full of controversy for the hearing healthcare field—and not particularly conducive to a project involving two organizations with a history of divergent views and agendas.

ADA and IHS clashed over several important hearing healthcare issues. For example, ADA gave its qualified support to the PCAST recommendations, while listing a number of important recommendations of its own and emphasizing the importance of audiologists’ role in hearing evaluation and diagnostics, dispensing, and aural rehabilitation. Other stakeholders, including IHS and the Hearing Industries Association (HIA) have been critical of many elements within the PCAST’s recommendations.

Both organizations have gotten an earful from corporate sponsors and the HIA voiced concerns when ADA and IntriCon founded EarVenture LLC, which is now offering “high-quality, low-priced” hearing aids in an effort to compete better with Big Box retailers, Internet devices, and hearables. For its part, ADA has stood its ground and defended its decision to establish the new hearing aid company, but the issue doubtlessly left IHS to answer for a contentious issue it didn’t create and has no real control over.

They have also been at odds about IHS’s Certification for new National Guidelines for Apprenticeship Standards (National Guideline Standards) for the occupation of Hearing Aid Specialists (HAS). The program is administered through the US Department of Labor (DoL), and ADA believes that the description of the occupation of HAS in the Work Process Schedule could encourage apprentices and journey workers to perform services and procedures outside their allowable scope of practice and licensure. ADA has sent a letter to DoL Administrator John L. Ladd requesting rescission of the approval and certification.

See more at:
<http://www.hearingreview.com/2016/01/joint-ihsada-unison-summit-scuttled-separate-2016-conventions-announced/#sthash.9iQpiDdk.WqfsZ7OB.dpuf>





Missouri Hearing Society CEU Award

The Missouri Hearing Society will again offer Continuing Education Awards for members who have completed a distinguished number of credit hours. Please complete the application for the MHS CEU Award.

You are eligible for the award if:

- ◆ Your membership is current as of December 31, 2015;
- ◆ Your membership is current at the 2016 Convention;
- ◆ Your application is received and in order at the MHS office by February 12, 2016.
- ◆ Remember that attained hours must be earned at an education program which has received prior approval from the Missouri Board of Examiners for Hearing Instrument Specialists, IHS, AAA or ASHA.

For the Silver Award

You have attained and documented **18 hours** during the 2015 calendar year (include copies of hours);

For the Gold Award

You have attained and documented **24 hours** during the 2015 calendar year (include copies of hours);

For the Platinum Award

You have attained and documented **36 hours** during the 2015 calendar year (include copies of hours); and

Please take advantage of this opportunity to earn recognition for your hard work!

MHS CEU Award Application

Applicant:

Name: _____
Company: _____
Address: _____
City: _____
State: _____ Zip: _____

MHS Should Send Press Release to:

Publication: _____
Address: _____
City: _____
State: _____ Zip: _____

Number of earned hours (circle one):
18 Hours – Silver Award (*copies enclosed*)
24 Hours – Gold Award (*copies enclosed*)
36 Hours – Platinum Award (*copies enclosed*)

Mail or Email CEU Award Application to:
Missouri Hearing Society
P.O. Box 1072
Jefferson City, MO 65102
info@missourihearingsociety.org